

# INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

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In this index, material is listed by author, title, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as

well as provide information on the latest developments of interest to management.

Individual lines of business are not separately indexed for the report on "14 Important Ratios—an annual compilation, Wholesaling and Retailing" and "14 Important Ratios for 36 Manufacturing Lines."

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in "Regional Trade Barometers," "The Trend of Business," and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

**For more information:** Separate listings covering the business connections of authors and books reviewed by the Executive Bookshelf department, may be found on page 4 of this index.

## — A —

Abbeon Supply Co. (s)	Nov. 146
Absenteeism (s)	Dec. 173
<i>Accent on Aims, An</i>	Oct. 209
Accidents, Industrial— <i>How to Have an Accident</i>	Sept. 51
Acetates	Nov. 59
Acme Pallet Company, Inc. (s)	Aug. 192
Acrilan (s)	Sept. 151
Adhesive (Resin) (s)	Nov. 212

### Administration

<i>Budget: from Red Tape to Blueprint</i>	Dec. 46
<i>Decentralization: the Key to the Future</i>	Sept. 54
<i>Executive Development Takes New Step</i>	Sept. 61
<i>How's Your Company's Climate?</i>	Oct. 70
<i>Investment in Men</i>	Nov. 41
<i>Modern Tools for Better Management</i>	Oct. 53
<i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137
<i>Speaking up for Business</i>	Aug. 37
<i>What Went Wrong To-Day?</i>	Aug. 46
Aerosols— <i>How You Can Tap the Aerosol Market</i>	Sept. 56
Ainsworth Manufacturing Corp. (s)	Nov. 202
Air Mover (s)	Dec. 130
Air Reduction Co., Inc. (s)	Aug. 13, Dec. 10
Airborne Accessories Corporation (s)	Aug. 189
Airlines—Ticket Reservations (s)	Oct. 241
Alcoa (Aluminum Co. of America) (s)	Aug. 51
	Aug. 100, Dec. 135
Alden's, Inc. (s)	Aug. 159
Alkyd-Isocyanates	Nov. 59
All-Out Drive for Research (PV)	Oct. 21
Allis-Chalmers Manufacturing Co. (s)	Sept. 156
Alpha Plastics, Inc. (s)	Sept. 212
Aluminum	Aug. 51
Aluminum Gasketing (s)	Aug. 97
Marquee (s)	Sept. 212
Stretching Machine (s)	Oct. 166
American Brake Shoe Co.	Sept. 41
American Cyanamid Company (s)	Aug. 95, Sept. 156
American Felt Company (s)	Sept. 150
American Hard Rubber Co. (s)	Dec. 124
American Institute of Management (s)	Oct. 186
American Latex Products Co.	Nov. 59
American Management Association (s)	Oct. 154
American Optical Company (s)	Oct. 248
American Petroleum Institute (s)	Nov. 128
American Photocopy Equipment Co. (s)	Oct. 242, Dec. 186
American Pulverizer Co. (s)	Aug. 123
American Rack Merchandisers Institute	Oct. 58
American Smelting & Refining Co. (s)	Oct. 166
American Standards Association (s)	Dec. 174
American Viscose Corporation (s)	Oct. 172
Amplifier, Magnetic (s)	Sept. 153
Ampower Corporation (s)	Oct. 169
Anaconda Wire & Cable Co.	Nov. 54
<i>Analyzing the Economic Cycles</i>	Oct. 64

Annual Reports, Comic Book Style (s)	Aug. 159
For Employees (s)	Sept. 181
Study (s)	Nov. 200
3-D	Oct. 181
Anshen, Melvin— <i>The Case for Mobilization Preparedness, Part I</i>	Aug. 39
Part II	Sept. 64
Apprenticeship— <i>Putting Some "Buy" into Selling</i>	
Free Enterprise	Oct. 61
<i>Approaches to To-morrow</i>	Oct. 45
Arbitration (s)	Dec. 176
<i>Are These Your Big Problems?</i>	Dec. 48
<i>Are We Living Beyond our Means?</i>	Nov. 66
Argon Gas Storage (s)	Dec. 127
Armour & Co.	Nov. 55
Armstrong Cork Co. (s)	Nov. 123
Arrowhead Rubber Co. (s)	Dec. 124
Arvin Industries, Inc. (s)	Sept. 151
Associated Industries of Cleveland (s)	Aug. 159
Atomic Energy Commission (s)	Dec. 10
Automatic Machines (s)	Dec. 125
Automobile Industry (s)	Nov. 202, Dec. 182
Automobile-Leasing — <i>Capital Conversion for Higher Returns</i>	Nov. 60

## — B —

Baker-Rauland Co., Banker Industrial Truck Div. (s)	Dec. 186
Baldwin-Lima-Hamilton Corporation (s)	Dec. 192
Ball Bearing Separator (s)	Nov. 204
Baltimore & Ohio Railroad	Dec. 55
Bank Clearings	Sept. 92, Oct. 90, Nov. 94, Dec. 86
See Also Weekly Business Signposts	
Barber-Green Co. (s)	Aug. 63
Barrington Associates, Inc. (s)	Nov. 186
Bartels, Robert — <i>On Developing European Mass Markets</i>	Oct. 59
Barth Co.	Sept. 132
Basic Materials Exposition	Sept. 127
Batt, William L.— <i>Can Business Amend Its Ways?</i>	Dec. 58
Batteries, Charger for (s)	Aug. 192
Bausch & Lomb Optical Company (s)	Nov. 146, 208
Bearings (s)	Nov. 196
Beetle, Carl N., Plastics Corporation (s)	Oct. 169
Bell Telephone Laboratories (s)	Oct. 49, 164, Nov. 58, 128
Bendix Aviation Corporation	Oct. 49
Bettinger Corporation	Sept. 61
Bishop, Leonard J. (s)	Sept. 14
Bituminous Coal Mined, see Weekly Business Signposts	
Black & Decker Mfg. Co.	Dec. 137
Blake, James K.— <i>Do's and Don'ts for Packages That Sell</i>	Oct. 55
<i>How to Hold a Big Time Sales Meeting</i>	Nov. 63
<i>How to Make a Company Museum Pay Off</i>	Dec. 55
<i>How to Sparkplug Dealer Sales</i>	Sept. 44
Bleach, Chlorine (s)	Aug. 96

Bois, McCay & Assoc., Ltd.	Dec. 45
Book Reviews, see Executive Bookshelf	
Borden Mills, The, Inc. (s)	Nov. 214
Bostitch, Inc. (s)	Oct. 162
Boston Woven Hose and Rubber Co. (s)	Nov. 214
Bostwick Laboratories	Sept. 56
Braden, Spruille	Aug. 184
Brillhart Plastics Corp. (s)	Dec. 126
Brill-Sloane Company (s)	Sept. 210
Bristol Brass Corp. (s)	Oct. 10
Bristol-Myers Co. (PV)	Oct. 21
<i>Broadening the Horizon</i>	Sept. 41
Broil-Quik Co. (s)	Dec. 154
<i>Budget: From Red Tape to Blue Print</i>	Dec. 46
<i>Budgets—Modern Tools for Better Management</i>	Oct. 53
Built-In Aids for Product Designers (PV)	Dec. 21

### Business Conditions

<i>Are These Your Big Problems?</i>	Dec. 48
<i>Are We Living Beyond Our Means?</i>	Nov. 66
<i>14 Important Ratios for 36 Manufacturing Lines</i>	Dec. 64
<i>14 Important Ratios for 12 Retail Lines</i>	Oct. 73
<i>14 Important Ratios for 24 Wholesale Lines</i>	Nov. 68
See also, Compass Points of Business; Trend of Business; Regional Trade Barometers; Weekly Business Signposts	
Business Cycles— <i>Analyzing the Economic Cycles</i>	Oct. 64
Business Failures	Sept. 78, Oct. 113, Nov. 105, Dec. 88

### Business Management

<i>Accent on Aims</i>	Oct. 209
<i>Approaches to To-morrow</i>	Oct. 45
<i>Are These Your Big Problems?</i>	Dec. 48
<i>Budget: from Red Tape to Blueprint</i>	Dec. 46
<i>Decentralization: the Key to the Future</i>	Sept. 54
<i>How's Your Company's Climate?</i>	Oct. 70
<i>Investment in Men</i>	Nov. 41
<i>Modern Tools for Better Management</i>	Oct. 53
<i>Speaking up for Business</i>	Aug. 37
<i>What Went Wrong To-Day?</i>	Aug. 46
Business Quiz	Aug. 186
	Sept. 106, Oct. 76
	Nov. 193, Dec. 111
Business, Small— <i>Keeping Small Business Strong</i>	Dec. 41
<i>On Developing European Mass Markets</i>	Oct. 59
Butz, Dr. Earl L. (s)	Nov. 18

## — C —

Cameras, Industrial (s)	Aug. 124
Canadian Marconi Company	Dec. 45
<i>Can Business Amend Its Ways?</i>	Dec. 58
<i>Can Sales Contracts Be Standardized?</i>	Oct. 67
Cans, Sealing process (s)	Sept. 203, Dec. 190
<i>Capital Conversion for Higher Returns</i>	Nov. 60
Carson, Lorraine— <i>Sources of Income Data</i>	Oct. 78
<i>Case for Mobilization Preparedness, Part I</i>	Aug. 39
Part II	Sept. 64
Catalyst, Combustion (s)	Aug. 128
Cavitation	Oct. 50
Cavitron Equipment Corp.	Oct. 52
Celanese Corporation of America (s)	Sept. 156, Dec. 128
Census—see Compass Points of Business	
Ceramics (s)	Nov. 128
Champ Hats, Inc. (s)	Aug. 159
Chapman, Gilbert W. (s)	Oct. 12
Chemical Analysis (s)	Nov. 132
Chemical Rubber Company (s)	Dec. 181
Chemical Specialties Manufacturers Assn.	Sept. 56
Chemstrand Corporation (s)	Sept. 151
Chesapeake and Ohio Railway (s)	Oct. 241
Chicago & North Western Railway (s)	Nov. 148
Chicago Molded Products Corp., Campeo Div. (s)	Sept. 154
Chipcraft Co. (s)	Oct. 164
Chromalloy Corporation (s)	Dec. 128
Chrysler Corp. (s)	Dec. 14
Ciba Company (s)	Sept. 156
Cincinnati Milling Machine Co. (s)	Nov. 145
Civil Defense (s)	Sept. 182
Clapp & Pohak, Inc. (s)	Sept. 14
Coal Mining Machine (s)	Nov. 206
Coatings—Moisture Resistant (s)	Aug. 189
Electrolysis (s)	Oct. 169
Industrial (s)	Nov. 122
Nickel Plating (s)	Nov. 132
Porcelain Enamel (s)	Oct. 162
Collacott, Robert H.— <i>An Accent on Aims</i>	Oct. 209

Collyer, John L.	Aug. 181
Color— <i>Light, Color, and Design</i>	Aug. 58
Columbia Gas System, Inc. (s)	Sept. 203
Colton Chemical Co.	Nov. 56
Commercial and Industrial Failures and Commercial Loan Rates, see Compass Points of Business	
Commodity Price Index, see Prices, Wholesale Commodities	

#### Communication

<i>Films for Selling</i>	Aug. 62
<i>How Managements Talk to Supervisors</i>	Oct. 189
<i>How to Hold a Big Time Sales Meeting</i>	Nov. 63
<i>How to Make a Company Museum Pay Off</i>	Dec. 54
<i>New Science of Thinking</i>	Dec. 43
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct. 61
Communications, Employee (s)	Nov. 183
Compass Points of Business—Monthly Statistics	Sept. 89
	Oct. 86, Dec. 82
Quarterly Supplements	Aug. 21
	Nov. 21
Compensation—Executive— <i>Speaking Up for Business</i>	Aug. 37
Connecticut Hard Rubber Co. (s)	Dec. 124
Consolidated Engineering Corp. (s)	Nov. 132
Consolidated Photo-Engravers & Lithographers Equipment Co.	Aug. 124
Consolidated Vultee Aircraft Corp. (s)	Sept. 182, Dec. 132
Construction Industry— <i>The Building Quiz</i>	Oct. 76
See also Compass Points of Business	

#### Consumer

<i>Are We Living Beyond Our Means?</i>	Nov. 66
Credit—see Compass Points of Business	
<i>On Developing European Mass Markets</i>	Oct. 59
<i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137
Container Corp. of America (s)	Nov. 148
Containers, Chemical Plastic Drum (s)	Dec. 188
<i>How You Can Tap the Aerosol Market</i>	Sept. 56
Contests— <i>Putting some "Buy" into Selling Free Enterprise</i>	Oct. 61
Continental Can Company (s)	Sept. 203
Contracts— <i>Can Sales Contracts be Standardized?</i>	Oct. 67
<i>Incentives in Defense Work</i>	Oct. 227
Controlled Materials Plan — <i>Case for Mobilization Preparedness</i>	Part I Aug. 39
	Part II Sept. 64
Conveyor Equipment Manufacturers' Ass'n. (s)	Oct. 10
Cope, James (s)	Dec. 14
Copacetic Co. (s)	Dec. 188
Copy-Craft, Inc. (s)	Dec. 186
Cormac Industries (s)	Dec. 188
Corning Glass Center	Dec. 54
Corporation Finance— <i>Budget: From Red Tape to Blue Print</i>	Dec. 46
<i>Capital Conversion for Higher Returns</i>	Nov. 60
Cost Reduction— <i>Are These Your Big Problems?</i>	Dec. 48
Crane Company (s)	Oct. 163
Crane Veyor Corporation (s)	Oct. 170
Credit Clearing House (s)	Sept. 186
Credit, Consumer— <i>Are We Living Beyond Our Means?</i>	Nov. 66
<i>On Developing European Mass Markets</i>	Oct. 59
See Also Compass Points of Business	
Crookston, J. McLain (s)	Aug. 13
Crouse-Hinds Company (s)	Oct. 163, Nov. 210
Crowley, Henry L. Co. (s)	Sept. 158
Cuno Engineering Corp.	Nov. 64
Curta Calculator Company (s)	Aug. 192
Customer Relations— <i>Approaches to To-morrow</i>	Oct. 45
<i>Are These Your Big Problems?</i>	Dec. 48
Cutler-Hammer, Inc. (s)	Oct. 179

#### — D —

Dawson, Lewis W. (s)	Nov. 10
Daystrom, Inc. (s)	Aug. 49, Sept. 181
Deafness—Compensation (s)	Oct. 182
Claim (s)	Dec. 173
Dealer Relations— <i>How to Sparkplug Dealer Sales</i>	Sept. 44
<i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137
Debt, Gross Federal, see Compass Points of Business	
Deburring Machines (s)	Aug. 192
Decentralization: <i>the Key to the Future</i>	Sept. 54
Decker, Alonzo G.— <i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137

#### Defense

<i>Can Business Amend Its Ways?</i>	Dec. 58
<i>Case for Mobilization Preparedness, The</i>	Part I Aug. 39
	Part II Sept. 64
<i>Incentives in Defense Work</i>	Oct. 227
<i>War Economies: A Comparative Study</i>	Sept. 177
Delaware Barrel & Drum Company (s)	Dec. 190
Deodorizer (s)	Sept. 210
Department Store Sales	
See Weekly Business Signposts	

Design— <i>Light, Color, and Design</i>	Aug. 58
Design Associates, Ltd. (s)	Dec. 154
Detrex Corp.	Oct. 49
<i>Developing European Mass Markets</i>	Oct. 59
Devenco, Inc. (s)	Dec. 184
Dextrans (s)	Dec. 126
Dick, A. B., Company (s)	Aug. 160
Dictaphone Corporation (s)	Nov. 198
Direct Mail (s)	Nov. 145
Disability Insurance—1952 (s)	Sept. 184
Dishwasher, Automatic (s)	Dec. 181
Displays, Sales (s)	Aug. 160, Sept. 131, Sept. 154
<i>Light, Color, and Design</i>	Aug. 58

#### Distribution

<i>How You Can Tap the Aerosol Market</i>	Sept. 56
<i>Modern Tools for Better Management</i>	Oct. 53
<i>On Developing European Mass Markets</i>	Oct. 59
<i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137
Selling to Distributors (s)	Oct. 150
See also, Sales and Distribution	
<i>Do's and Don'ts for Packages that Sell</i>	Oct. 55
Doall Company (s)	Aug. 192, Sept. 152
Dodge, F. W., Construction Specialists (s)	Dec. 160
Dorsett, J. Dewey (s)	Nov. 12
Dow Chemical Company	Aug. 43, Nov. 55
Dow Corning Corporation (s)	Oct. 163, Nov. 55, Dec. 124
Drawing Instrument, Transparent (s)	Nov. 198
DuMont, Allen B., Laboratories, Inc. (s)	Nov. 214, Dec. 13
Du Pont, E. I. de Nemours & Co. (s)	Sept. 12, 150, Dec. 125
Grasselli Chemicals Department (s)	Nov. 123
Petroleum Chemical Division (s)	Nov. 123
Dynel (s)	Sept. 150

#### — E —

Earnings of Industrial Workers, see Compass Points of Business	
Eastman Kodak Co.	Aug. 42, Dec. 158
E. and R. Company (s)	Dec. 190

#### Economic Conditions

<i>Analyzing the Economic Cycle</i>	Oct. 64
<i>Approaches to To-morrow</i>	Oct. 45
<i>Are These Your Big Problems?</i>	Dec. 48
<i>Are We Living Beyond Our Means?</i>	Nov. 66
<i>Capital Conversion for Higher Returns</i>	Nov. 60
<i>War Economies: A Comparative Study</i>	Sept. 177
<i>International—How Goes the World?</i>	Sept. 59
<i>Observations on France—Part I</i>	Dec. 51
<i>On Developing European Mass Markets</i>	Oct. 59
See also, Compass Points of Business; Trend of Business; Business Failures; Fourteen Important Ratios	
Economic Cycles, see Business Cycles	
Economy Engineering Company (s)	Nov. 196
Ectro, Inc. (s)	Aug. 196
Education and Business, Sales (s)	Oct. 149
Scholarships (s)	Oct. 182
Einson-Freeman Co. (s)	Sept. 132
Elastomar Chemical Co.	Nov. 56
Electric Lamp (explosion proof) (s)	Nov. 210
Electric Power Output—see Weekly Business Signposts and Compass Points of Business	
Electric Storage Battery Co.	Aug. 43
Electrical Systems Converter (s)	Dec. 182
Electrolizing Corporation (s)	Oct. 169
Electronics-Computer (s)	Sept. 203, Oct. 164
Components (s)	Sept. 152
Detector (s)	Aug. 189
Machine Tools (s)	Dec. 125
Oscillograph (s)	Nov. 214
Elgin National Watch Company (s)	Sept. 181
Elliott, George H., & Co.	Dec. 62
Elston, Rue R., Company (s)	Nov. 202
Elwell-Parker Electric Company (s)	Aug. 124, Oct. 250
Empire Chemical Products, Inc. (s)	Nov. 125

#### Employee Relations

Activities (s)	Aug. 162
Benefits (s)	Aug. 189
<i>How Managements Talk to Supervisors</i>	Oct. 189
<i>Morale Survey Ready-Made Style</i>	Aug. 48
<i>New Plan for Retirement Stability</i>	Sept. 48
<i>New Science of Thinking</i>	Dec. 43
<i>Placing the Handicapped</i>	Nov. 43
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct. 61
<i>Should Retirement Supplement Retirement?</i>	Nov. 51
Suggestions (s)	Nov. 123
<i>Worker Attitude on Incentives</i>	Dec. 61
Employer Relations	Aug. 159, Sept. 181, Oct. 179
	Nov. 183, Dec. 173
Employment—Civilian; Agricultural; Non-Agricultural; Unemployment—see Compass Points of Business	
Employment	Aug. 74, Sept. 89, Oct. 88
	Nov. 88, Dec. 82
<i>Greener Fields</i>	Nov. 46

Enamel for Aluminum, Nickel, Steel	Oct. 162
Engine Analyzer (s)	Sept. 203
Equitable Life Assurance Society (s)	Aug. 162
Eric Enameling Company (s)	Aug. 192
Exact Weight Scale Co. (s)	Sept. 212

#### Executive

Bookshelf	Aug. 103, Sept. 99, Oct. 129
	Nov. 109, Dec. 101
<i>Development—Broadening the Horizon</i>	Sept. 41
<i>Decentralization: the Key to the Future</i>	Sept. 54
<i>Executive Development Takes New Step</i>	Sept. 61
<i>How's Your Company's Climate?</i>	Oct. 70
<i>Investment in Men</i>	Nov. 41
<i>New Science of Thinking, A</i>	Dec. 43
<i>Speaking up for Business</i>	Aug. 37
Sales Training (s)	Oct. 149
Turnover— <i>Greener Fields</i>	Nov. 46
Exhibit, Travelling (s)	Sept. 127
Expenditures for Plant and Equipment, see Compass Points of Business	
Explosives (s)	Sept. 152, Oct. 163
Exports—see Compass Points of Business	

#### — F —

Factories (PV)	Aug. 135
Failures, Commercial and Industrial; Number; Liabilities; see Compass Points of Business and Weekly Business Signposts	
Age of Business (table)	Oct. 114
Fairless, Benjamin F. (s)	Nov. 10
Farm Equipment— <i>Testing (s)</i>	Dec. 181
Farm Income—see Compass Points of Business	
Federal, Debt; Expenditures; Receipts—see Compass Points of Business	
Felters Company (s)	Sept. 150
Ferroxcube Corporation of America (s)	Sept. 158
Film Councilors, Inc.	Aug. 64
Films for Management	Sept. 111, 116, Nov. 165
<i>Films for Selling</i>	Aug. 62
Filtration Engineers, Inc. (s)	Sept. 150
Finance, Consumer Credit; Loans of Commercial Banks, Currency outside of Banks, Demand Deposits, Turnover of Demand Deposits — see Compass Points of Business	
Financial Ratios, Manufacturing	Dec. 64
Retail	Oct. 73
Wholesale	Nov. 68
Fire Hose (s)	Nov. 214
Firestone Tire & Rubber Co. (s)	Dec. 128
First National Bank of San Diego (s)	Nov. 202
Floor Maintenance (s)	Aug. 194
Flotill Products, Inc. (s)	Oct. 150
Foley Manufacturing Company (s)	Sept. 208
Ford Motor Co.	Nov. 43, Dec. 21 (PV), Dec. 126
Ford Tractor Division (s)	Dec. 181
Forest Fiber Products Co. (s)	Nov. 130
Foulke, Roy A.— <i>14 Important Ratios for 36 Manufacturing Lines</i>	Dec. 64
<i>14 Important Ratios for 12 Manufacturing Lines</i>	Oct. 73
<i>14 Important Ratios for 24 Wholesaling Lines</i>	Nov. 68
France, Observations on — <i>Part I</i>	Dec. 51
Fraser, Robert L.— <i>Can Sales Contracts be Standardized?</i>	Oct. 67
<i>Free Enterprise, Putting Some "Buy" into Selling</i>	Oct. 61
Freight Car, New Style (s)	Sept. 214
Freight Carloadings, see Weekly Business Signposts	
Fuller Company (s)	Sept. 214
Fumigant, Industrial (s)	Dec. 184
Fyr-Kote Company (s)	Nov. 123

#### — G —

Gages (s)	Aug. 192, Oct. 169
Gale Dorothea Mechanisms (s)	Sept. 131
Gallium (s)	Aug. 100
Gardner, Annetta R.— <i>Are These Your Big Problems?</i>	Dec. 48
<i>How You Can Tap the Aerosol Market</i>	Sept. 56
<i>Plastics That Expand to Fill Product Needs</i>	Nov. 54
<i>Sound Waves That Mix, Measure, Machine and Clean</i>	Oct. 48
Gardner Displays Co. (s)	Aug. 13
Garlock Packing Co. (s)	Dec. 124
Gatehouses (s)	Aug. 192
Gates Engineering Co. (s)	Nov. 122
Gay, Roger E. (s)	Oct. 10
General American Transportation Corp. (s)	Sept. 214
General Aniline & Film Corp. (s)	Oct. 248
General Ceramics & Steatite Corp. (s)	Oct. 162
General Electric Co. (s)	Sept. 127, 128
	Oct. 50, 174, Nov. 15, Dec. 125
Carboly Department (s)	Sept. 158, Oct. 56, Dec. 127
Chemical Division (s)	Nov. 123, Dec. 124
Nela Park	Aug. 51
Silicone Products Division (s)	Oct. 163
General Mills, Inc. (s)	Oct. 181

General Motors Research Laboratory	Oct.	49
General Petroleum Corp. (s)	Nov.	196
George, Edwin B.— <i>Observations on France</i> , Part I	Dec.	51
Georgia-Pacific Plywood Co.	Aug.	96
Germanium (s)	Sept.	152
Giddings & Lewis Machine Tool Co. (s)	Dec.	125
Gilmore, W. W. (s)	Sept.	12
Given, William B., Jr.— <i>Broadening the Horizon</i>	Sept.	41
Glidden Co. (s)	Nov.	122
Globe-Wernicke Co. (s)	Sept.	45
Goodall Rubber Co. (s)	Dec.	124
Goodrich, B. F., Co. (s)	Aug. 49, 181, Nov.	55, 122
Goodyear Aircraft Corp.	Nov.	59
Goshen Rubber Co. (s)	Dec.	125

#### Government

<i>Can Business Amend Its Ways?</i>	Dec.	58
<i>Case for Mobilization Preparedness, The</i> , Part I	Aug.	39
	Part II Sept.	64
<i>How Goes the World?</i>	Sept.	59
<i>Incentives in Defense Work</i>	Oct.	227
<i>Keeping Small Business Strong</i>	Dec.	41
<i>War Economies: A Comparative Study</i>	Sept.	177
See also Heard in Washington		
Grace, J. Peter, Jr. (s)	Nov.	15
Great American Industries (s)	Dec.	125
Greener Fields	Nov.	46
Greenewalt, Crawford H.— <i>Speaking Up for Business</i>	Aug.	37
Gross National Product (GNP)— <i>War Economies: A Comparative Study</i>	Sept.	177
See also Compass Points of Business		
Guardian Safety Equipment Co. (s)	Dec.	174
Gumpert, E. V.	Aug.	182

#### — H —

Haloid Co. (s)	Sept.	208
Hammerslag Equipment Co. (s)	Sept.	206
Handicapped, Employ the (s)	Oct. 186, Nov.	43
Hanson-Van Winke-Munning Co. (s)	Nov.	132
Harley-Davidson Motor Co.	Aug.	182
Harris, Seymour E.— <i>War Economies: A Comparative Study</i>	Sept.	177
Harvard Business School (s)	Oct.	149
Hatzotol Inc. (s)	Nov.	204
Heard in Washington	Aug. 11, Sept.	9
	Oct. 9, Nov. 9, Dec.	9
Heater, Engine (s)	Dec.	184
Heaters, Far-Infra-Red (s)	Oct.	169
Heaters, Portable (s)	Nov.	202
Heating, Induction (s)	Nov.	126
Heinz, H. J., Co. (s)	Nov.	130
Heppenstall Co. (s)	Sept.	160
Hercules Powder Co. (s)	Sept.	156
Here and There in Business	Aug. 189, Sept.	203
	Oct. 241, Nov. 196, Dec.	181
Higgins, Carter C.— <i>Approaches to Tomorrow</i>	Aug. 185, Sept.	18, Oct. 45
Hild Floor Machine Co. (s)	Aug.	194
Hill, John A. (s)	Aug.	13
Home Insurance Company	Dec.	56
Hotpoint, Inc. (s)	Sept. 45, Sept.	184
Houghton, E. F., & Company (s)	Nov.	125
House Organs (Supervisory)— <i>How Managements Talk to Supervisors</i>	Oct.	189
Howard Foundry Co. (s)	Nov.	130
<i>How Goes the World?</i>	Sept.	59
<i>How Managements Talk to Supervisors</i>	Oct.	189
<i>How to Have an Accident</i>	Sept.	51
<i>How to Hold a Big Time Sales Meeting</i>	Nov.	63
<i>How to Make a Company Museum Pay Off</i>	Dec.	55
<i>How to Sparkplug Dealer Sales</i>	Sept.	44
<i>How You Can Tap the Aerosol Market</i>	Sept.	56
<i>How's Your Company's Climate?</i>	Oct.	70
Hughes Aircraft Company (s)	Dec.	173
Hunt Loom and Machine Works (s)	Nov.	214
Hydrazine Plant (s)	Sept.	153

#### — I —

Imports, see Compass Points of Business

#### Incentives

<i>Broadening the Horizon</i>	Sept.	41
<i>How to Sparkplug Dealer Sales</i>	Sept.	44
<i>Incentives in Defense Work</i>	Oct.	227
<i>Investment in Men</i>	Nov.	41
<i>Keeping Small Business Strong</i>	Dec.	41
<i>Morale Survey Ready-Made Style</i>	Aug.	48
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct.	61
<i>Speaking up for Business</i>	Aug.	37
<i>Worker Attitude on Incentives</i>	Dec.	61

#### Income

<i>Are We Living Beyond Our Means?</i>	Nov.	66
--	------	----

<i>New Plan for Retirement Stability</i>	Sept.	48
<i>Sources of Income Data</i>	Oct.	78
<i>Worker Attitude on Incentives</i>	Dec.	61
Hourly; Weekly; Disposable Personal; Corporate Profits after Taxes—see Compass Points of Business; Trend of Business		
Incorporations, New Business	Aug. 76, Sept. 92, Oct. 93	
	Nov. 94, Dec.	86

#### Industrial

<i>Aluminum</i>	Aug.	51
<i>Can Business Amend Its Ways?</i>	Dec.	58
<i>Case for Mobilization Preparedness, The</i> , Part I	Aug.	39
	Part II Sept.	64
<i>How to Have an Accident</i>	Sept.	51
Machinery—see Industrial Methods and Materials: Production Methods; Here and There in Business		
Methods and Materials	Sept. 150, Oct.	162
	Nov. 122, Dec.	124
<i>Plastics that Expand</i>	Nov.	54
Relations (s)	Aug.	159
<i>Sound Waves That Mix, Measure, Machine, and Clean</i>	Oct.	48
Ingersoll-Rand Company (s)	Dec.	128
Installment Buying— <i>Are We Living Beyond Our Means?</i>	Nov.	66
Insurance—Industrial (s)	Oct.	241
International Business Machines Corp. (s)	Aug. 189, Oct.	244
Interviews— <i>Greener Fields</i>	Nov.	46
Inventories—Manufacturing, Retail, Wholesale—see Compass Points of Business		
Inventory Control— <i>Modern Tools for Better Management</i>	Oct.	53
<i>Investment in Men</i>	Nov.	41
Iron Ore (s)	Sept.	156

#### — J —

John Hancock Mutual Life Insurance Co. (s)	Nov.	198
Johns-Manville Corporation (s)	Dec. 43, 125	
Johnson & Johnson Co.	Sept.	47
Jones, Margaret L.— <i>Executive Development Takes New Step</i>	Sept.	61
<i>How's Your Company's Climate?</i>	Oct.	70
<i>New Science of Thinking</i>	Dec.	43
<i>Those Family Hours</i>	Nov.	48
Jones, Ralph H., Co. (s)	Nov.	145
Joy Manufacturing Company (s)	Nov.	206

#### — K —

Kaiser Aluminum & Chemical Corp. (s)	Oct.	166
Kanter & Warner— <i>What Went Wrong To-day?</i>	Aug.	46
Kawncer Co., The (s)	Sept.	214
<i>Keeping Small Business Strong</i>	Dec.	41
Keller Tool Co. (s)	Dec.	176
Kellogg Co. (s)	Nov.	210
Kellogg Co., M. W. (s)	Dec.	125
Kelly, Pilsen W.— <i>Incentives in Defense Work</i>	Oct.	227
Ketcham, Howard— <i>Light, Color and Design</i>	Aug.	58
Kiddle & Co. (s)	Dec.	174
Kiefer, Edgar S., Tanning Co.	Aug.	181
Kraffle Co. (s)	Nov.	122
Kroger Co.	Aug.	166

#### — L —

Labline, Inc. (s)	Dec.	135
Labor, see Employee Relations		
Lamination (s)	Nov.	123
Larke, Alfred G.— <i>How to Have an Accident</i>	Sept.	51
<i>Placing the Handicapped</i>	Nov.	43
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct.	61
<i>Worker Attitude on Incentives</i>	Dec.	61
Laros Co., R. K. (s)	Dec.	126
Lee Rubber & Tire Co. (s)	Dec.	125
Leebaw Manufacturing Co. (s)	Oct.	244
Lehigh University (s)	Oct.	182
Leisure Time— <i>Those Family Hours</i>	Nov.	48
Lemert Engineering Co. (s)	Sept.	212
Letters to the Editor	Aug. 28, Sept. 33	
	Oct. 33, Nov. 33, Dec.	29
Lewis-Shepard Products, Inc. (s)	Aug.	131
Lewis, William C.— <i>How Managements Talk to Supervisors</i>	Oct.	189
Liabilities of Business Failures (chart)	Dec.	89
Libraries, Company (s)	Oct.	186
<i>Light, Color and Design</i>	Aug.	58
Linde Air Products (s)	Dec.	127
Loan Rates, Commercial, see Compass Points of Business		
Lockheed Aircraft Corp.	Nov.	56
Longren Aircraft Co. (s)	Nov.	188
Lubricants (s)	Oct. 166, Dec.	181

#### — M —

MacGowan, T. G.— <i>Modern Tools for Better Management</i>	Oct.	53
McCormick & Co.	Sept.	23
McCormick, Charles P.— <i>Investment in Men</i>	Nov.	41
McKinsey & Co. (s)	Sept. 10, 61	
McSweeney, Edward (s)	Oct.	16
Machine Tool Industry (s)	Oct.	242
Machine Tool Scale Models (s)	Dec.	135
Magline, Inc. (s)	Aug.	198
Magnets, Permanent (s)	Sept.	158
Management, see Business Management		
Mansfield, F. W. (s)	Aug.	14
Manufacturers—14 Important Ratios for 36 Manufacturing Lines		

#### Market Research

<i>Accent on Aims</i>	Oct.	209
<i>Approaches to To-morrow</i>	Oct.	45
Big Youth Market (s)	Dec.	153
<i>Broadening the Horizon</i>	Sept.	41
<i>Budget: from Red Tape to Blueprint</i>	Dec.	46
<i>Light, Color, and Design</i>	Aug.	58
<i>Modern Tools for Better Management</i>	Oct.	53
<i>On Developing European Mass Markets</i>	Oct.	59
<i>Putting the DO in "Do-It-Yourself"</i>	Dec.	137
Report (s)	Oct. 154	
<i>Sources of Income Data</i>	Oct.	78
Martin-Senour Co. (s)	Nov.	148
Masking Tape (s)	Dec.	182
Materials and Design	Aug.	96

#### Materials Handling

Conveyor Tunnel (s)	Oct.	169
Crane Truck (s)	Aug.	196
Floor Truck (s)	Oct.	244
Fork Lift (s)	Aug.	131
Fork Truck (s)	Oct.	248
Fork Truck, Side-Loading (s)	Dec.	184
Hand Truck	Aug.	198
Hoists (s)	Oct.	170
Lift Truck (s)	Nov.	196
Roller Conveyor (s)	Dec.	126
Scoop Attachment (s)	Oct.	250
Tongs and C-Hooks (s)	Sept.	160
Trailer (s)	Dec.	192
Matholin Corp. (s)	Sept.	153
Mechanical Handling Systems, Inc. (s)	Sept.	14
Meilink Steel Safe Company (s)	Nov.	212
Mennen Co.	Aug. 135, Dec.	154
Mercury Manufacturing Co. (s)	Oct. 246, Dec.	192
Mezerik, A. G.— <i>How Goes the World?</i>	Sept.	59
Milprint, Inc. (s)	Nov.	145
Mine Safety Appliances Co. (s)	Dec.	130
Minneapolis-Honeywell Regulator Co. (s)	Sept. 12, 208	
Minneapolis Mining & Manufacturing Co. (s)	Aug. 100	
	Oct. 244, Nov.	183
Minnesota Rubber & Gasket Co. (s)	Nov. 184, Dec.	182
Mirror, Rear-view, wide (s)	Aug.	192
Mitchell, William D.— <i>Keeping Small Business Strong</i>	Dec.	41
Modern Industrial Engineering Co. (s)	Aug.	192
<i>Modern Tools for Better Management</i>	Oct.	53
Money in Circulation, see Weekly Business Signposts		
Monsanto Chemical Co. (s)	Aug. 189, Oct. 163, Nov.	200
Moore, Geoffrey H.— <i>Analyzing the Economic Cycles</i>	Oct.	64
<i>Morale Survey Ready-Made Style</i>	Aug.	48
Morehouse Industries (s)	Aug.	123
Morgan, Henry, & Co.	Dec.	45
Motor Generator Corp. (s)	Aug.	192
Motorola, Inc. (s)	Aug. 194, Sept. 181, Dec.	182
Moving Pictures in Industry	Aug. 62, Sept. 111, Nov.	165
Muller, Herbert E.— <i>Budget: From Red Tape to Blue Print</i>	Dec.	46
Multiple Management— <i>Investment in Men</i>	Nov.	41
See also, Photo Visit	Sept.	23
Munson, Charles S. (s)	Dec.	10
Museums— <i>How to Make a Company Museum Pay Off</i>	Dec.	55
Mutual Life Insurance Co. (s)	Sept. 186, Oct. 241	
	Nov. 10, Dec.	181

#### — N —

Nash Kelvinator Corp. (s)	Dec.	154
National Automatic Merchandising Association (s)	Dec.	160
National Defense— <i>Case for Mobilization Preparedness</i>	Part I Aug. 39	
	Part II Sept.	64
National Distillers Products (s)	Oct.	169
National Metal Edge Box Co. (s)	Oct.	184
National Research Council (s)	Oct.	162
National Safety Council (s)	Nov.	126
National Sales Executive (s)	Oct.	149

Enamel for Aluminum, Nickel, Steel	Oct. 162
Engine Analyzer (s)	Sept. 203
Equitable Life Assurance Society (s)	Aug. 162
Enameling Company (s)	Aug. 192
Exact Weight Scale Co. (s)	Sept. 212

#### Executive

Bookshelf	Aug. 103, Sept. 99, Oct. 129 Nov. 109, Dec. 101
Development—Broadening the Horizon	Sept. 41
Decentralization: the Key to the Future	Sept. 54
Executive Development Takes New Step	Sept. 61
How's Your Company's Climate?	Oct. 70
Investment in Men	Nov. 41
New Science of Thinking, A	Dec. 43
Speaking up for Business	Aug. 37
Sales Training (s)	Oct. 149
Turnover—Greener Fields	Nov. 46
Exhibit, Travelling (s)	Sept. 127
Expenditures for Plant and Equipment, see Com- pass Points of Business	
Explosives (s)	Sept. 152, Oct. 163
Exports—see Compass Points of Business	

#### — F —

Factories (PV)	Aug. 135
Failures, Commercial and Industrial; Number; Li- abilities; see Compass Points of Business and Weekly Business Signposts	
Age of Business (table)	Oct. 114
Fairless, Benjamin F. (s)	Nov. 10
Farm Equipment—Testing (s)	Dec. 181
Farm Income—see Compass Points of Business	
Federal, Debt; Expenditures; Receipts—see Com- pass Points of Business	
Felters Company (s)	Sept. 150
Ferroxcube Corporation of America (s)	Sept. 158
Film Councilors, Inc.	Aug. 64
Films for Management	Sept. 111, 116, Nov. 165
Films for Selling	Aug. 62
Filtration Engineers, Inc. (s)	Sept. 150
Finance, Consumer Credit; Loans of Commercial Banks, Currency outside of Banks, Demand De- posits, Turnover of Demand Deposits — see Compass Points of Business	
Financial Ratios, Manufacturing	Dec. 64
Retail	Oct. 73
Wholesale	Nov. 68
Fire Hose (s)	Nov. 214
Firestone Tire & Rubber Co. (s)	Dec. 128
First National Bank of San Diego (s)	Nov. 202
Floor Maintenance (s)	Aug. 194
Flotill Products, Inc. (s)	Oct. 150
Foley Manufacturing Company (s)	Sept. 208
Ford Motor Co.	Nov. 43, Dec. 21 (PV), Dec. 126
Ford Tractor Division (s)	Dec. 181
Forest Fiber Products Co. (s)	Nov. 130
Foulke, Roy A.—14 Important Ratios for 36 Manu- facturing Lines	Dec. 64
14 Important Ratios for 12 Manufacturing Lines	Oct. 73
14 Important Ratios for 24 Wholesaling Lines	Nov. 68
France, Observations on	Part I, Dec. 51
Fraser, Robert L.—Can Sales Contracts be Standard- ized?	Oct. 67
Free Enterprise, Putting Some "Buy" into Selling	Oct. 61
Freight Car, New Style (s)	Sept. 214
Freight Carloadings, see Weekly Business Signposts	
Fuller Company (s)	Sept. 214
Fumigant, Industrial (s)	Dec. 184
Fyr-Kote Company (s)	Nov. 123

#### — G —

Gages (s)	Aug. 192, Oct. 169
Gale Dorothea Mechanisms (s)	Sept. 131
Gallium (s)	Aug. 100
Gardner, Annette R.—Are These Your Big Prob- lems?	Dec. 48
How You Can Tap the Aerosol Market	Sept. 56
Plastics That Expand to Fill Product Needs	Nov. 54
Sound Waves That Mix, Measure, Machine and Clean	Oct. 48
Gardner Displays Co. (s)	Aug. 13
Garlock Packing Co. (s)	Dec. 124
Gatehouses (s)	Aug. 192
Gates Engineering Co. (s)	Nov. 122
Gay, Roger E. (s)	Oct. 10
General American Transportation Corp. (s)	Sept. 214
General Aniline & Film Corp. (s)	Oct. 248
General Ceramics & Steatite Corp. (s)	Oct. 162
General Electric Co. (s)	Sept. 127, 128
Oct. 50, 174, Nov. 15, Dec. 125	
Carboloy Department (s)	Sept. 158, Oct. 56, Dec. 127
Chemical Division (s)	Nov. 123, Dec. 124
Nela Park	Aug. 51
Silicone Products Division (s)	Oct. 163
General Mills, Inc. (s)	Oct. 181

General Motors Research Laboratory	Oct. 49
General Petroleum Corp. (s)	Nov. 196
George, Edwin B.—Observations on France	Part I Dec. 51
Georgia-Pacific Plywood Co.	Aug. 96
Germanium (s)	Sept. 152
Giddings & Lewis Machine Tool Co. (s)	Dec. 125
Gilmore, W. W. (s)	Sept. 12
Given, William B., Jr.—Broadening the Horizon	Sept. 41
Glidden Co. (s)	Nov. 122
Globe-Wernicke Co. (s)	Sept. 45
Goodall Rubber Co. (s)	Dec. 124
Goodrich, B. F., Co. (s)	Aug. 49, 181, Nov. 55, 122
Goodyear Aircraft Corp.	Nov. 59
Goshen Rubber Co. (s)	Dec. 125

#### Government

Can Business Amend Its Ways?	Dec. 58
Case for Mobilization Preparedness, The	Part I Aug. 39 Part II Sept. 64
How Goes the World?	Sept. 59
Incentives in Defense Work	Oct. 227
Keeping Small Business Strong	Dec. 41
War Economies: A Comparative Study	Sept. 177
See also Heard in Washington	
Grace, J. Peter, Jr. (s)	Nov. 15
Great American Industries (s)	Dec. 125
Greener Fields	Nov. 46
Greenewalt, Crawford H.—Speaking Up for Busi- ness	Aug. 37
Gross National Product (GNP)—War Economies: A Comparative Study	Sept. 177
See also Compass Points of Business	
Guardian Safety Equipment Co. (s)	Dec. 174
Gumpert, E. V.	Aug. 182

#### — H —

Haloid Co. (s)	Sept. 208
Hamerslag Equipment Co. (s)	Sept. 206
Handicapped, Employ the (s)	Oct. 186, Nov. 43
Hanson-Van Winke-Munning Co. (s)	Nov. 132
Harley-Davidson Motor Co.	Aug. 182
Harris, Seymour E.—War Economies: A Compar- ative Study	Sept. 177
Harvard Business School (s)	Oct. 149
Hazatrol Inc. (s)	Nov. 204
Heard in Washington	Aug. 11, Sept. 9 Oct. 9, Nov. 9, Dec. 9
Heater, Engine (s)	Dec. 184
Heaters, Far-Infra-Red (s)	Oct. 169
Heaters, Portable (s)	Nov. 202
Heating, Induction (s)	Nov. 126
Heinz, H. J., Co. (s)	Nov. 130
Heppenstall Co. (s)	Sept. 160
Hercules Powder Co. (s)	Sept. 156
Here and There in Business	Aug. 189, Sept. 203 Oct. 241, Nov. 196, Dec. 181
Higgins, Carter C.—Approaches to To- morrow	Aug. 185, Sept. 18, Oct. 45
Hild Floor Machine Co. (s)	Aug. 194
Hill, John A. (s)	Aug. 13
Home Insurance Company	Dec. 56
Hotpoint, Inc. (s)	Sept. 45, Sept. 184
Houghton, E. F., & Company (s)	Nov. 125
House Organs (Supervisory)—How Managements Talk to Supervisors	Oct. 189
Howard Foundry Co. (s)	Nov. 130
How Goes the World?	Sept. 59
How Managements Talk to Supervisors	Oct. 189
How to Have an Accident	Sept. 51
How to Hold a Big Time Sales Meeting	Nov. 63
How to Make a Company Museum Pay Off	Dec. 55
How to Sparkplug Dealer Sales	Sept. 44
How You Can Tap the Aerosol Market	Sept. 56
How's Your Company's Climate?	Oct. 70
Hughes Aircraft Company (s)	Dec. 173
Hunt Loom and Machine Works (s)	Nov. 214
Hydrazine Plant (s)	Sept. 153

#### — I —

Imports, see Compass Points of Business

#### Incentives

Broadening the Horizon	Sept. 41
How to Sparkplug Dealer Sales	Sept. 44
Incentives in Defense Work	Oct. 227
Investment in Men	Nov. 41
Keeping Small Business Strong	Dec. 41
Morale Survey Ready-Made Style	Aug. 48
Putting Some "Buy" into Selling Free Enterprise	Oct. 61
Speaking up for Business	Aug. 37
Worker Attitude on Incentives	Dec. 61

#### Income

Are We Living Beyond Our Means?	Nov. 66
---------------------------------	---------

New Plan for Retirement Stability	Sept. 48
Sources of Income Data	Oct. 78
Worker Attitude on Incentives	Dec. 61
Hourly; Weekly; Disposable Personal; Corporate Profits after Taxes—see Compass Points of Busi- ness; Trend of Business	
Incorporations, New Business	Aug. 76, Sept. 92, Oct. 93 Nov. 94, Dec. 86

#### Industrial

Aluminum	Aug. 51
Can Business Amend Its Ways?	Dec. 58
Case for Mobilization Preparedness, The	Part I Aug. 39 Part II Sept. 64
How to Have an Accident	Sept. 51
Machinery—see Industrial Methods and Materials: Production Methods; Here and There in Business	
Methods and Materials	Sept. 150, Oct. 162 Nov. 122, Dec. 124
Plastics that Expand	Nov. 54
Relations (s)	Aug. 159
Sound Waves That Mix, Measure, Machine, and Clean	Oct. 48
Ingersoll-Rand Company (s)	Dec. 128
Installment Buying — Are We Living Beyond Our Means?	Nov. 66
Insurance—Industrial (s)	Oct. 241
International Business Machines Corp. (s)	Aug. 189, Oct. 244
Interviews—Greener Fields	Nov. 46
Inventories—Manufacturing, Retail, Wholesale—see Compass Points of Business	
Inventory Control—Modern Tools for Better Man- agement	Oct. 53
Investment in Men	Nov. 41
Iron Ore (s)	Sept. 156

#### — J —

John Hancock Mutual Life Insurance Co. (s)	Nov. 198
Johns-Manville Corporation (s)	Dec. 43, 125
Johnson & Johnson Co.	Sept. 47
Jones, Margaret L.—Executive Development Takes New Step	Sept. 61
How's Your Company's Climate?	Oct. 70
New Science of Thinking	Dec. 43
Those Family Hours	Nov. 48
Jones, Ralph H., Co. (s)	Nov. 145
Joy Manufacturing Company (s)	Nov. 206

#### — K —

Kaiser Aluminum & Chemical Corp. (s)	Oct. 166
Kanter & Warner—What Went Wrong To-day?	Aug. 46
Kawner Co., The (s)	Sept. 214
Keeping Small Business Strong	Dec. 41
Keller Tool Co. (s)	Dec. 176
Kellogg Co. (s)	Nov. 210
Kellogg Co., M. W. (s)	Dec. 125
Kelly, Pilsen W.—Incentives in Defense Work	Oct. 227
Ketcham, Howard—Light, Color and Design	Aug. 58
Kiddle & Co. (s)	Dec. 174
Kiefer, Edgar S., Tanning Co.	Aug. 181
Krafft Co. (s)	Nov. 122
Kroger Co.	Aug. 166

#### — L —

Labline, Inc. (s)	Dec. 135
Labor, see Employee Relations	
Lamination (s)	Nov. 123
Larke, Alfred G.—How to Have an Accident	Sept. 51
Placing the Handicapped	Nov. 43
Putting Some "Buy" into Selling Free Enterprise	Oct. 61
Worker Attitude on Incentives	Dec. 61
Laros Co., R. K. (s)	Dec. 126
Lee Rubber & Tire Co. (s)	Dec. 125
Leebaw Manufacturing Co. (s)	Oct. 244
Lehigh University (s)	Oct. 182
Leisure Time—Those Family Hours	Nov. 48
Lemert Engineering Co. (s)	Sept. 212
Letters to the Editor	Aug. 28, Sept. 33 Oct. 33, Nov. 33, Dec. 29
Lewis-Shepard Products, Inc. (s)	Aug. 131
Lewis, William C. — How Managements Talk to Supervisors	Oct. 189
Liabilities of Business Failures (chart)	Dec. 89
Libraries, Company (s)	Oct. 186
Light, Color and Design	Aug. 58
Linde Air Products (s)	Dec. 127
Loan Rates, Commercial, see Compass Points of Business	
Lockheed Aircraft Corp.	Nov. 56
Longren Aircraft Co. (s)	Nov. 188
Lubricants (s)	Oct. 166, Dec. 181

# — M —

MacGowan, T. G.— <i>Modern Tools for Better Management</i> .....	Oct. 53
McCormick & Co. ....	Sept. 23
McCormick, Charles P.— <i>Investment in Men</i> .....	Nov. 41
McKinsey & Co. (s).....	Sept. 10, 61
McSweeney, Edward (s).....	Oct. 16
Machine Tool Industry (s).....	Oct. 242
Machine Tool Scale Models (s).....	Dec. 135
Magline, Inc. (s).....	Aug. 198
Magnets, Permanent (s).....	Sept. 158
Management, see Business Management	
Mansfield, F. W. (s).....	Aug. 14
Manufacturers—14 Important Ratios for 36 Manufacturing Lines	

## Market Research

<i>Accent on Aims</i> .....	Oct. 209
<i>Approaches to To-morrow</i> .....	Oct. 45
Big Youth Market (s).....	Dec. 153
<i>Broadening the Horizon</i> .....	Sept. 41
<i>Budget: from Red Tape to Blueprint</i> .....	Dec. 46
<i>Light, Color, and Design</i> .....	Aug. 58
<i>Modern Tools for Better Management</i> .....	Oct. 53
<i>On Developing European Mass Markets</i> .....	Oct. 59
<i>Putting the DO in "Do-It-Yourself"</i> .....	Dec. 137
Report (s).....	Oct. 154
<i>Sources of Income Data</i> .....	Oct. 78
Martin-Senour Co. (s).....	Nov. 148
Masking Tape (s).....	Dec. 182
Materials and Design.....	Aug. 96

## Materials Handling

Conveyor Tunnel (s).....	Oct. 169
Crane Truck (s).....	Aug. 196
Floor Truck (s).....	Oct. 244
Fork Lift (s).....	Aug. 131
Fork Truck (s).....	Oct. 248
Fork Truck, Side-Loading (s).....	Dec. 184
Hand Truck.....	Aug. 198
Hoists (s).....	Oct. 170
Lift Truck (s).....	Nov. 196
Roller Conveyor (s).....	Dec. 126
Scoop Attachment (s).....	Oct. 250
Tongs and C-Hooks (s).....	Sept. 160
Trailer (s).....	Dec. 192
Matholin Corp. (s).....	Sept. 153
Mechanical Handling Systems, Inc. (s).....	Sept. 14
Meilink Steel Safe Company (s).....	Nov. 212
Mennen Co. ....	Aug. 135, Dec. 154
Mercury Manufacturing Co. (s).....	Oct. 246, Dec. 192
Mezerik, A. G.— <i>How Goes the World?</i> .....	Sept. 59
Milprint, Inc. (s).....	Nov. 145
Mine Safety Appliances Co. (s).....	Dec. 130
Minneapolis-Honeywell Regulator Co. (s).....	Sept. 12, 208
Minneapolis Mining & Manufacturing Co. (s).....	Aug. 100
Minnesota Rubber & Gasket Co. (s).....	Oct. 244, Nov. 183
Mirror, Rear-view, wide (s).....	Nov. 184, Dec. 182
Mitchell, William D. — <i>Keeping Small Business Strong</i> .....	Aug. 192
Modern Industrial Engineering Co. (s).....	Dec. 41
<i>Modern Tools for Better Management</i> .....	Aug. 192
Money in Circulation, see Weekly Business Signposts	
Monsanto Chemical Co. (s).....	Oct. 53
Moore, Geoffrey H. — <i>Analyzing the Economic Cycles</i> .....	Aug. 189, Oct. 163, Nov. 200
<i>Morale Survey Ready-Made Style</i> .....	Oct. 64
Morehouse Industries (s).....	Oct. 48
Morgan, Henry, & Co. ....	Aug. 123
Motor Generator Corp. (s).....	Dec. 45
Motorola, Inc. (s).....	Aug. 192
Moving Pictures in Industry.....	Aug. 194, Sept. 181, Dec. 182
Muller, Herbert E.— <i>Budget: From Red Tape to Blue Print</i> .....	Aug. 62, Sept. 111, Nov. 165
Multiple Management— <i>Investment in Men</i> .....	Dec. 46
See also, Photo Visit.....	Nov. 41
Munson, Charles S. (s).....	Sept. 23
Museums— <i>How to Make a Company Museum Pay Off</i> .....	Dec. 10
Mutual Life Insurance Co. (s).....	Dec. 55
.....	Sept. 186, Oct. 241
.....	Nov. 10, Dec. 181

# — N —

Nash Kelvinator Corp. (s).....	Dec. 154
National Automatic Merchandising Association (s).....	Dec. 160
National Defense— <i>Case for Mobilization Preparedness</i> .....	Part I Aug. 39
.....	Part II Sept. 64
National Distillers Products (s).....	Oct. 169
National Metal Edge Box Co. (s).....	Oct. 184
National Research Council (s).....	Oct. 162
National Safety Council (s).....	Nov. 126
National Sales Executive (s).....	Oct. 149

NATO— <i>Can Business Amend Its Ways?</i> .....	Dec. 58
Naval Research Laboratory.....	Oct. 49
Neff, Grover C. (s).....	Oct. 15
Nelson, B. F., Mfg. Co. ....	Aug. 185
Newark Gear, Inc. ....	Aug. 43
<i>New Plan for Retirement Stability, A</i> .....	Sept. 48
<i>New Science of Thinking, A</i> .....	Dec. 43
New York State.....	Dec. 193
Nopco Chemical Co. ....	Oct. 55
Nordberg Mfg. Co. (s).....	Nov. 146
North American Philips Co., Inc. (s).....	Sept. 214

# — O —

Observations on France (Part I).....	Dec. 51
--------------------------------------	---------

## Office Equipment

Calculator, Portable.....	Aug. 192
Copying Machine (s).....	Oct. 248
File-Safe (s).....	Nov. 212
Perforated Tape (s).....	Oct. 244
Photocopying (s).....	Dec. 186
Photocopying, Color (s).....	Oct. 242
Punched Cards (s).....	Nov. 210
Telephone Dictation (s).....	Nov. 198
Typewriter Screwdriver.....	Aug. 189
Xerography (s).....	Sept. 208
Office Layout (PV).....	Sept. 23
Oil Drilling, Training (s).....	Oct. 179
On-Film, Inc. ....	Aug. 64
Organization Chart, Corporation.....	Oct. 72
Orr, Edgar K. ....	Aug. 181
Oster Manufacturing Co. (s).....	Aug. 192
Ottinger, Lawrence (s).....	Oct. 10
Our 48 States—New York.....	Dec. 193
Owens-Corning Fiberglass Corp. (s).....	Dec. 190
Owings-Sharp Plastic Pipe & Tubing Co. ....	Aug. 98
Oxy-Catlyst, Inc. ....	Aug. 128

# — P —

Pacific Electric Railway Company (s).....	Nov. 183
---	----------

## Packaging

Asbestos (s).....	Dec. 125
Awards (s).....	Dec. 154
Cellophane Film (s).....	Oct. 172
<i>Do's and Don'ts for Packages That Sell</i> .....	Oct. 55
<i>How You Can Tap the Aerosol Market</i> .....	Sept. 56
<i>Light, Color, and Design</i> .....	Aug. 58
New Product (s).....	Aug. 96
Paneling, Hard Board (s).....	Nov. 130
Parker Appliance Co. (s).....	Dec. 125
Parker Pen Co. (s).....	Dec. 160
Patton, Arch (s).....	Sept. 10
Paulsen-Webber Cordage Corporation (s).....	Aug. 164
Peerless Photo Products, Inc. (s).....	Dec. 188
Pensions— <i>A New Plan for Retirement Stability</i> .....	Sept. 48
Pensions (s).....	Sept. 186
Percy, C. H. ....	Aug. 185
Perkins-Goodwin Co. (s).....	Oct. 16
Personal Consumption Expenditures, see Compass Points of Business	
Personnel Management (s).....	Dec. 173
<i>Executive Development Takes New Step</i> .....	Sept. 61
Personnel Relations (s).....	Sept. 184
<i>Placing the Handicapped</i> .....	Nov. 43
<i>Should Rehirement Supplement Retirement?</i> .....	Nov. 51
Phoenix Industries, Inc. ....	Aug. 51
Photo Visit.....	Aug. 135, Sept. 23, Oct. 21
.....	Nov. 115, Dec. 21
Photoelectric Scanning (s).....	Dec. 128
Piezoelectric Materials.....	Oct. 51
Piggy-Back Transportation.....	Nov. 148
Pipe, Plasticized (s).....	Sept. 210
Pipe Bending Machine (s).....	Nov. 208
Pipe Insulation (s).....	Dec. 190
Pitney-Bowes, Inc. (s).....	Dec. 13
<i>Placing the Handicapped</i> .....	Nov. 43
Plant Equipment Expenditures, see Compass Points of Business	
Plant Location (s).....	Oct. 179
Plant Maintenance (s).....	Nov. 134

## Plastics

Drums (s).....	Dec. 188
Extruded Sheet (s).....	Sept. 154
Fluorine (s).....	Dec. 125
Laminated (s).....	Aug. 98
Industrial Uses (s).....	Nov. 122
Pipe and Tubing (s).....	Aug. 98
<i>Plastics that Expand</i> .....	Nov. 54
Polystyrene (s).....	Aug. 189
Spraying (s).....	Oct. 250
Truck Tanks (s).....	Oct. 169

Poliak, Saul (s).....	Sept. 14
Polyvinyl chloride (s).....	Sept. 210
Population Statistics, see Compass Points of Business	
Porcelain Enamel—Floor Spraying Process (s).....	Aug. 97
Gatehouses (s).....	Aug. 192
Porcelain Enamel Institute (s).....	Oct. 162
Poulsen, A. E., Co. (s).....	Aug. 122
Power Steering Unit (s).....	Nov. 202
Precision Extrusions, Inc. ....	Aug. 52

## Prices

Consumer Price Index.....	Aug. 74, Sept. 89, Oct. 88
.....	Nov. 88, Dec. 82
Daily Wholesale Price Index.....	Aug. 74, Sept. 92, Oct. 93
.....	Nov. 92, Dec. 84
Wholesale Food Price Index.....	Aug. 74, Sept. 92, Oct. 93
.....	Nov. 92, Dec. 84
Industrial Stock.....	Aug. 74, Sept. 89, Oct. 88
.....	Nov. 88, Dec. 82
Industrial Stock Averages: Retail; Wholesale	
see Compass Points of Business and Weekly Business Signposts	
Wholesale Commodity.....	Aug. 74, Sept. 89, Oct. 88
.....	Nov. 88, Dec. 82
Product-Development— <i>Aluminum</i> .....	Aug. 51
<i>Approaches to To-morrow</i> .....	Oct. 45
<i>How You Can Tap the Aerosol Market</i> .....	Sept. 56
<i>Plastics that Expand</i> .....	Nov. 54
<i>Sound Waves that Mix, Measure, Machine and Clean</i> .....	Oct. 48
See also Industrial Methods and Materials	
Diversification — <i>Putting the DO in "Do-It-Yourself"</i> .....	Dec. 137

## Production

<i>Case for Mobilization Preparedness</i> .....	Part I Aug. 39
.....	Part II Sept. 64
<i>Can Business Amend its Ways?</i> .....	Dec. 58
Control— <i>Modern Tools for Better Management</i> .....	Oct. 53
Industrial, Electric Power, Building Permits, expenditures for Plant and Equipment, Gross National Product, see Compass Points of Business	
Industrial.....	Aug. 74, Oct. 88, Dec. 82
.....	Sept. 89, Nov. 88
Methods.....	Aug. 122
See also Industrial Methods and Materials	
Profits—see Compass Points of Business	
Progressive Industries, Inc. (s).....	Oct. 250
Protex-A-Cote, Inc. (s).....	Aug. 189
Psychology, Industrial — <i>Your Emotions — Using Them at Work</i> .....	Aug. 59
Public Relations— <i>How to Make a Company Museum Pay Off</i> .....	Dec. 55
.....	Oct. 179
Community (s).....	Sept. 23, Nov. 115
Photo Visits.....	Aug. 122
Pulverizer (s).....	Dec. 192
Pumps for Fluids (s).....	Nov. 18
Purdue University (s).....	Aug. 96
Purex Corporation, Ltd. (s).....	Oct. 61
<i>Putting Some "Buy" Into Selling Free Enterprise</i> .....	Dec. 137
<i>Putting the DO in "Do-it-Yourself"</i> .....	Dec. 137

# — Q —

Queen City Tulatex Corporation (s).....	Aug. 194
---	----------

# — R —

Radio Corporation of America (s).....	Oct. 164
Radio Transmitter, Portable (s).....	Aug. 192
Railroads—Ticket Reservations (s).....	Oct. 241
The Business Quiz.....	Aug. 186
Rand Youth Poll (s).....	Dec. 153
Ransburg Electro-Coating Corporation (s).....	Sept. 151
Ratios, see Financial Ratios	
Ray-O-Vac Co. ....	Sept. 128
Raytheon Mfg. Co. ....	Oct. 52
Recreation— <i>Those Family Hours</i> .....	Nov. 48
Regional Trade Barometers.....	Aug. 71, Oct. 84, Dec. 81
.....	Sept. 86, Nov. 86
Regulator for Bakery Use (s).....	Sept. 208
Reichhold Chemicals, Inc. (s).....	Oct. 166, Nov. 122
Reish Products, Inc. ....	Aug. 51
Reliance Electric and Engineering Co. (s).....	Sept. 127, Nov. 206
Reports— <i>What Went Wrong Today?</i> .....	Aug. 47
Republic Steel Corp. ....	Aug. 98
Research Council for Economic Security (s).....	Sept. 184
.....	Dec. 173

## Research

Engineering (PV).....	Dec. 21
<i>Incentives in Defense Work</i> .....	Oct. 227
Pharmaceutical (PV).....	Oct. 21
<i>Sound Waves That Mix, Measure, Machine, and Clean</i> .....	Oct. 48
<i>Streamlining the Sales Forecast</i> .....	Aug. 42

## Retail

Sales and Inventories, see Compass Points of Business; Trend of Business	
Sales .....	Aug. 74, Oct. 88, Dec. 82
Trade—Fourteen Important Ratios in Twelve Retail Lines .....	Sept. 89, Nov. 88
Retirement Stability, A New Plan for .....	Oct. 73
Retirement, Should Retirement Supplement .....	Sept. 48
Revere Copper & Brass Co. (s) .....	Nov. 51
Rex Rotary Distributing Corporation (s) .....	Aug. 52, Oct. 154
Reynolds Metals, Inc. ....	Dec. 186
Rich-Roth Laboratories .....	Aug. 52
Rietz Manufacturing Co. (s) .....	Oct. 50
Riveter, Portable Pneumatic (s) .....	Aug. 122
Road Shows, Manufacturers' (s) .....	Sept. 212
Rockwell Manufacturing Company (s) .....	Sept. 127
Rollins, John W.,—Capital Conversion for Higher Returns .....	Dec. 156
Ronor Corp. ....	Nov. 60
Royal Bank of Canada .....	Sept. 56
Rubber Sprayed on Cactus Fibers for Cushion Material (s) .....	Nov. 48
Rubber Silicone (s) .....	Aug. 194
Rutgers University (s) .....	Dec. 124
Ryan Aeronautical Co. (s) .....	Oct. 149
	Dec. 127

## — S —

## Safety

Air Movers (s) .....	Dec. 130
Argon Gas (s) .....	Dec. 127
Atomic (s) .....	Nov. 204
Chemical Plants (s) .....	Nov. 126
Clothing (s) .....	Dec. 174
Display (s) .....	Sept. 186
Explosives (s) .....	Nov. 210
Fire Reduction (s) .....	Nov. 123
Flame Proofing (s) .....	Aug. 123
How to Have an Accident .....	Sept. 51
Welders' Lenses (s) .....	Nov. 208

## Sales

Are These Your Big Problems? .....	Dec. 48
Broadening the Horizon .....	Sept. 41
Can Sales Contracts Be Standardized? .....	Oct. 67
Films for Selling .....	Aug. 62
How to Hold a Big Time Sales Meeting .....	Nov. 63
How to Sparkplug Dealer Sales .....	Sept. 44
Light, Color, and Design .....	Aug. 58
Manual (s) .....	Dec. 158
Meetings (s) .....	Sept. 128
Modern Tools for Better Management .....	Oct. 53
Promotion (s) .....	Nov. 145
Sales and Distribution .....	Sept. 127, Oct. 149
	Nov. 145, Dec. 153
Streamlining the Sales Forecast .....	Aug. 42
Training (s) .....	Oct. 152
Retail, Wholesale, Manufacturing, Exports, Imports, Farm Receipts, see Compass Points of Business	
Sales Management Magazine .....	Oct. 78
Sargent, R. J. (s) .....	Sept. 18
Scale, Laboratory (s) .....	Sept. 212
Schutz—O'Neill Co. (s) .....	Aug. 122
Schwarz, George W. (s) .....	Dec. 16
Science Research Associates, Inc. (s) .....	Aug. 49
Seator International, Inc. (s) .....	Aug. 122
Seaport Metals, Inc. (s) .....	Aug. 97
Sears, Roebuck & Co. (s) .....	Nov. 148
Self-Service Merchandising—Do's and Don'ts for Packages that Sell .....	Oct. 55
Selas Corporation of America (s) .....	Nov. 208
Semantics—A New Science of Thinking .....	Dec. 43
Seminar Films, Inc. (s) .....	Aug. 64
Sheffield Corporation, The (s) .....	Nov. 204
Sherman Paper Products Co. (s) .....	Aug. 97
Sherwin-Williams Co. (s) .....	Nov. 122
Should Retirement Supplement Retirement? .....	Nov. 51
Should U. S. Tariffs Be Reduced? .....	Aug. 181
Silbert, Theodore H.—Are We Living Beyond Our Means? .....	Nov. 66
Silicone Compounds (s) .....	Oct. 163
Enamel (s) .....	Nov. 122
Rubber (s) .....	Dec. 124
Singer, Fred G. (s) .....	Sept. 12
S K F (s) .....	Aug. 44, Nov. 196
Skylark Automotive Corporation (s) .....	Aug. 192
Slide Projector .....	Oct. 246
Small Business Administration—Keeping Small Business Strong .....	Dec. 41
Smiddy, Harold F. (s) .....	Nov. 16
Smith, A. O., Corporation (s) .....	Nov. 134
Smith Drake Corporation (s) .....	Nov. 198
Society for Advancement of Management .....	Oct. 61

Socony-Vacuum Company (s) .....	Nov. 196
Solar Aircraft Company (s) .....	Oct. 162
Soldering Furnace (s) .....	Nov. 206
Sollenberger, R. C. (s) .....	Oct. 10
SoundScriber Corp. (s) .....	Oct. 246
Sound Waves that Mix, Measure, Machine and Clean .....	Oct. 48
Sources of Income Data .....	Oct. 78
South Bend Lathe Company (s) .....	Dec. 135
"SOWELA Tech" (Southwest Louisiana Technical and Vocational School) (s) .....	Oct. 179
Speaking Up for Business .....	Aug. 37
Specialty Papers Co. (s) .....	Oct. 152
Sperry Products, Inc. (s) .....	Oct. 49
Sponge Rubber Products Co. (s) .....	Nov. 55, Dec. 125
Spray Painting—Electrostatic (s) .....	Sept. 151
Sprays—How You Can Tap the Aerosol Market .....	Sept. 56
SRA Employee Inventory .....	Aug. 49
Stambaugh, A. A.—Decentralization: The Key to the Future .....	Sept. 54
Standard Electric Time Company (s) .....	Sept. 203
Standardization—Can Business Amend Its Ways? .....	Dec. 58
Stapling Machine, Industrial (s) .....	Oct. 162
Steel Ingot Production, see Weekly Business Signposts	
Stewart, Lois, and Westerman, Jacqueline—Greener Fields .....	Nov. 46
Stewart-Warner Corp., Instrument Division (s) .....	Sept. 203
Stock Exchange, N. Y. ....	Dec. 156
Store Modernization Show (s) .....	Sept. 127
Strauss, Lewis L. (s) .....	Dec. 10
Streamlining the Sales Forecast .....	Aug. 42
Strux Corporation (s) .....	Nov. 59
Stud Welding (s) .....	Nov. 125
Submerged Combustion Co. of America, Inc. (s) .....	Aug. 128
Suggestion Systems (s) .....	Nov. 183
Sun Oil Company (s) .....	Oct. 169
Superior Tube Co. (s) .....	Oct. 163
Supermarkets—	
How Managements Talk to Supervisors .....	Oct. 189
Surveys—Are These Your Big Problems? .....	Dec. 48
Sylvania Electric Products Co. (s) .....	Aug. 14, Sept. 152, Nov. 58
Synthane Corporation (s) .....	Aug. 98
Synthetics (s) .....	Sept. 150

## — T —

Taft-Pierce Manufacturing Company (s) .....	Oct. 169
Tape Recorder (s) .....	Aug. 100, 196, Oct. 246
Tariffs—Should U. S. Tariffs Be Lowered? .....	Aug. 181
Teachers—A New Plan for Retirement Stability .....	Sept. 48
Tectum Corporation (s) .....	Aug. 95
The Texas Company (s) .....	Dec. 181
Textile Industry (s) .....	Sept. 150, Dec. 128
Textile Machinery (s) .....	Nov. 212
Thew Shovel Co. (s) .....	Nov. 146
Thomas & Betts Company .....	Nov. 115
Thompson Products, Inc. ....	Dec. 55
Those Family Hours .....	Nov. 48
Tile, Ceramic (s) .....	Nov. 122
Timber Engineering Company (s) .....	Nov. 212
Timken Roller Bearing Company, The (s) .....	Nov. 183
Titanium Metals Corporation (s) .....	Oct. 163
Todd Co. (s) .....	Dec. 176
Towmotor Corp. (s) .....	Nov. 145
Trade Shows (s) .....	Sept. 127
Transistors (s) .....	Sept. 152
Trans-World Air Lines, Inc. ....	Aug. 183
Treesdale Laboratories & Textile Processing Co. (s) .....	Aug. 123
The Trend of Business .....	Aug. 66, Sept. 85, Oct. 79
	Nov. 82, Dec. 77
Tungsten Carbides (s) .....	Dec. 127
Turbines, Gas (s) .....	Sept. 204

## — U —

Ultrasonics—Sound Waves that Mix, Measure, Machine, and Clean .....	Oct. 48
Underdeveloped Areas—How Goes the World .....	Sept. 59
Unemployment—see Compass Points of Business	
Union Bag & Paper Corp. (s) .....	Dec. 174
Union Carbide & Carbon Corp. (s) .....	Oct. 163, Nov. 57
	Dec. 124, Dec. 190
United Air Lines (s) .....	Aug. 189, Oct. 241, Nov. 204
United Chromium, Inc. (s) .....	Nov. 122
United Steelworkers Union .....	Dec. 61
Universal Concrete Pipe Co. (s) .....	Oct. 169
University of Chicago .....	Aug. 49
University of Michigan, Survey Research Center .....	Dec. 61
Uplegraff, Robert R.—Should Retirement Supplement Retirement? .....	Nov. 51
U. S. Plywood Corp. (s) .....	Oct. 10
U. S. Rubber Company .....	Nov. 59, 122, Dec. 50
U. S. Rubber Co. Naugatuck Chemical Div. (s) .....	Aug. 194
U. S. Steel Corp. (s) .....	Nov. 10

— V —

Vanton Pump Corporation (s).....	Dec. 192
Vending Machines (s).....	Dec. 158
Viner, Arthur W.— <i>A New Plan for Retirement Stability</i> .....	Sept. 48
Vinyl sheeting (s).....	Nov. 122
Voice of Business.....	Dec. 10
Voice of Industry.....	Aug. 13, Sept. 10
Vulcanized Rubber & Plastics Company (s).....	Oct. 10, Nov. 10
	Aug. 97

— W —

Wages— <i>Worker Attitude on Incentives</i> .....	Dec. 61
See also Trend of Business; Compass Points of Business	
Wallace Supplies Manufacturing Company (s).....	Nov. 208
War Economics: <i>A Comparative Study</i> .....	Sept. 177
Warehousing (s).....	Aug. 192
Warner & Kanter— <i>What Went Wrong To-day?</i> .....	Aug. 46
Weekly Business Signposts.....	Aug. 73, Sept. 90, Oct. 90
	Nov. 85, Dec. 78
Weller, J. L.....	Aug. 183
Westerman & Stewart— <i>Greener Fields</i> .....	Nov. 46
Western Felt Works (s).....	Dec. 124
Westinghouse Electric Corp. (s).....	Sept. 18, Sept. 45, Sept. 127
	Sept. 153, Nov. 55, Nov. 125
	Dec. 181, Dec. 156
Weyerhaeuser Timber Company (s).....	Aug. 95
<i>What Went Wrong To-day</i> .....	Aug. 46
Wheeler, Walter H. (s).....	Dec. 13
Whirlpool Corp. (s).....	Sept. 132
Whitaker, L. E.....	Aug. 185
White Motor Company, Autocar Division (s).....	Dec. 158
Whitin Machine Works (s).....	Nov. 126
Wholesale Trade— <i>14 Important Ratios for 24 Wholesale Lines</i> .....	Nov. 68
Why Businesses Fail.....	Sept. 78, Dec. 88
Wiegand, Edwin L. Company (s).....	Oct. 169
Wire Rope (s).....	Nov. 132
Wisconsin Manufacturers Association.....	Oct. 61
Wisconsin Power & Light Co. (s).....	Oct. 15
Wool Bureau (s).....	Sept. 150
Worcester Pressed Steel Co.....	Aug. 185, Sept. 18
	Oct. 45, Dec. 54
<i>Worker Attitude on Incentives</i> .....	Dec. 61
Workmen's Compensation (s).....	Oct. 182
Worthington Corp.....	Nov. 64
Wyandotte Chemicals Corp. (s).....	Dec. 16

— X — Y — Z —

X-Ray (s).....	Sept. 158, Sept. 214
Yale and Towne Manufacturing Company (s).....	Aug. 196
	Oct. 12, Oct. 248
Yoder Co.....	Sept. 153
York Corp.....	Sept. 45
Your Emotions.....	Aug. 59
Youth Research Institute (s).....	Dec. 153
Zenith Plastics Corp.....	Nov. 59
Zinc Dust (s).....	Oct. 166

SCANNING THE

## Executive Bookshelf

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during August—December 1953 are listed below under the name of the author.

Axe, E. W. & Co., Inc., <i>The Drug Industry</i> .....	Dec.	Myers, Clark E. and Spriegel, William R., <i>The Writings of the Gilbreths</i> .....	Sept.
Bates, J. M. and Henderson, J. G., <i>Metallurgical Dictionary</i> .....	Dec.	National Foreman's Institute, <i>Human Relations Casebook</i> .....	Oct.
Benedict, Murray R., <i>Farm Policies in the United States: 1790-1950</i> .....	Sept.	Osborn, Alex., <i>Applied Imagination</i> .....	Dec.
Black, Manes Menzies and Piccoli, J. George, <i>Successful Labor Relations for Small Business</i> .....	Oct.	Perry, John, <i>Human Relations in Small Industry</i> .....	Aug.
Bowen, Howard R., <i>Social Responsibilities of the Businessman</i> .....	Aug.	Piccoli, J. George and Black, Manes Menzies, <i>Successful Labor Relations for Small Business</i> .....	Oct.
Bridgewater, William, <i>The Columbia-Viking Desk Encyclopedia</i> .....	Dec.	Richland, Arthur H., <i>How to Raise Cash and Influence Bankers</i> .....	Sept.
Buckley, Joseph C., <i>Handbook of Retirement</i> .....	Nov.	Roberts, James Gordon, <i>A Rational Road to Peace and Prosperity in Our Time</i> .....	Oct.
Bunting, J. Whitney, <i>Ethics for Modern Business Practice</i> .....	Oct.	Roth, Charles B., <i>How to Sell Your Way to Success</i> .....	Nov.
Butters, John Keith and others, <i>Effects of Taxation: Investments by Individuals</i> .....	Sept.		
Chamber of Commerce, <i>The Economics of the Guaranteed Annual Wage</i> .....	Nov.	Schiffer, Allyn M. and Schwartz, Robert L., <i>Credit and Collection Know-How</i> .....	Sept.
Clough, Shepard B., <i>The American Way</i> .....	Aug.	Schwartz, Robert J. and Schiffer, Allyn M., <i>Credit and Collection Know-How</i> .....	Sept.
Crisp, Richard D., <i>Company Practices in Market Research</i> .....	Nov.	Sies, Murray, <i>Seventh Avenue</i> .....	Aug.
		Spriegel, William R. and Myers, Clark E., <i>The Writings of the Gilbreths</i> .....	Sept.
Dale, Ernest and Urwick, Lyndall F., <i>Profitably Using the General Staff Position in Business</i> .....	Nov.	Stout, Robert D. and Doty, W. D'Orville, <i>Weldability of Steels</i> .....	Oct.
DeGarmo, E. Paul and Woods, Baldwin M., <i>An Introduction to Engineering Economy</i> .....	Sept.		
Doris, Lillian, ed., <i>Business Finance Handbook</i> .....	Aug.	<i>Techniques of Plant Maintenance and Engineering — 1952</i> .....	Nov.
		Trueget, Paul M., <i>Accounting Guide for Defense Contracts</i> .....	Oct.
Edmunds, Stahl, and Uppgren, Arthur, <i>Economics for You and Me</i> .....	Sept.		
Eisner, Frederick M., <i>Profit Analysis, Distribution Costs, Working Papers</i> .....	Dec.	Uppgren, Arthur and Edmunds, Stahl, <i>Economics for You and Me</i> .....	Sept.
		Uris, Auren, <i>How to Be a Successful Leader</i> .....	Nov.
Hart, Albert G., <i>Defense and the Dollar</i> .....	Nov.	Urwick, Lyndall F. and Dale, Ernest, <i>Profitably Using the General Staff Position in Business</i> .....	Nov.
Henderson, J. G. and Bates, J. M. <i>Metallurgical Dictionary</i> .....	Dec.		
Hoad, William M., <i>One Hundred Questions for a Prospective Manufacturer</i> .....	Aug.	Wallace, Donald H., <i>Economic Controls and Defense Warehouse Operations Handbook</i> .....	Nov.
		Weston, J. Fred, <i>The Role of Mergers in the Growth of Large Firms</i> .....	Sept.
Kornhauser, Arthur, <i>Detroit as the People See It</i> .....	Aug.	Woods, Baldwin M. and De Garmo, E. Paul, <i>An Introduction to Engineering Economy</i> .....	Sept.
		Woytinsky, W. S., ed., <i>Employment and Wages in the United States</i> .....	Sept.
Mazur, Paul, <i>The Standards We Raise</i> .....	Dec.		
Melnitsky, Benjamin, <i>Profiting from Industrial Standardization</i> .....	Oct.		

## BUSINESS AFFILIATIONS

of DUN'S REVIEW AND MODERN INDUSTRY Contributors

The August-December 1953 contributors, who have provided DUN'S REVIEW AND MODERN INDUSTRY with authoritative articles on various aspects of the business world and allied themes, are listed below under their business connections as a further convenience to readers.

American Brake Shoe Company William B. Given, Jr., Chairman of the Board.....	Sept.	Firestone Tire & Rubber Company, The T. G. MacGowan, Marketing Research Manager.....	Oct.	Ohio State University Robert Bartels, Associate Professor of Business Organization.....	Oct.
Batt, William L.....	Dec.	Harvard University Seymour E. Harris, Professor of Economics.....	Sept.	Rollins, John W. and Associates John W. Rollins, President.....	Nov.
Black & Decker Manufacturing Company Alonzo G. Decker, President.....	Dec.	Howard Ketcham, Inc. Howard Ketcham.....	Aug.	Small Business Administration William D. Mitchell, Administrator.....	Dec.
Carnegie Institute of Technology Melvin Anshen, Professor.....	Aug.	Lake Erie Engineering Corp. Robert L. Fraser, Assistant to the President.....	Oct.	Standard Oil Company (Ohio) A. A. Stambaugh, Chairman of the Board.....	Nov.
Committee for Economic Development Arthur W. Viner, Research Committee Member.....	Sept.	McCormick and Company, Inc. Charles P. McCormick, President.....	Nov.	Updegraff Press Robert R. Updegraff, President.....	Nov.
Congoleum-Nairn, Inc. Herbert E. Muller, Budget Director.....	Dec.			Warner-Kanter Companies The, Marvin L. Warner and Joseph H. Kanter, partners.....	Aug.
DuPont de Nemours, E. I. & Company Crawford H. Greenwalt, President.....	Aug.	National Bureau of Economic Research Geoffrey H. Moore, Associate Director of Research.....	Oct.	Worcester Pressed Steel Company Carter C. Higgins, President.....	Oct.
Dyson, Joseph and Sons, Inc. Robert H. Collicott, President.....	Oct.				



# INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 62 NUMBER 2304-2308 AUGUST-DECEMBER 1953

In this index, material is listed by author, title, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as

well as provide information on the latest developments of interest to management.

Individual lines of business are not separately indexed for the report on "14 Important Ratios—an annual compilation, Wholesaling and Retailing" and "14 Important Ratios for 36 Manufacturing Lines."

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in "Regional Trade Barometers," "The Trend of Business," and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

**For more information:** Separate listings covering the business connections of authors and books reviewed by the Executive Bookshelf department, may be found on page 4 of this index.

## — A —

Abbeon Supply Co. (s)	Nov. 146
Absenteeism (s)	Dec. 173
<i>Accent on Aims, An</i>	Oct. 209
Accidents, Industrial— <i>How to Have an Accident</i>	Sept. 51
Acetates	Nov. 59
Acme Pallet Company, Inc. (s)	Aug. 192
Acrilan (s)	Sept. 151
Adhesive (Resin) (s)	Nov. 212

### Administration

<i>Budget: from Red Tape to Blueprint</i>	Dec. 46
<i>Decentralization: the Key to the Future</i>	Sept. 54
<i>Executive Development Takes New Step</i>	Sept. 61
<i>How's Your Company's Climate?</i>	Oct. 70
<i>Investment in Men</i>	Nov. 41
<i>Modern Tools for Better Management</i>	Oct. 53
<i>Putting the DO in "Do-It-Yourself"</i>	Dec. 137
<i>Speaking up for Business</i>	Aug. 37
<i>What Went Wrong To-Day?</i>	Aug. 46
Aerosols— <i>How You Can Tap the Aerosol Market</i>	Sept. 56
Ainsworth Manufacturing Corp. (s)	Nov. 202
Air Mover (s)	Dec. 130
Air Reduction Co., Inc. (s)	Aug. 13, Dec. 10
Airborne Accessories Corporation (s)	Aug. 189
Airlines—Ticket Reservations (s)	Oct. 241
Alcoa (Aluminum Co. of America) (s)	Aug. 51
	Aug. 100, Dec. 135
Alden's, Inc. (s)	Aug. 159
Alkyd-Isocyanates	Nov. 59
All-Out Drive for Research (PV)	Oct. 21
Allis-Chalmers Manufacturing Co. (s)	Sept. 156
Alpha Plastics, Inc. (s)	Sept. 212
Aluminum	Aug. 51
Aluminum Gasketing (s)	Aug. 97
Marquee (s)	Sept. 212
Stretching Machine (s)	Oct. 166
American Brake Shoe Co.	Sept. 41
American Cyanamid Company (s)	Aug. 95, Sept. 156
American Felt Company (s)	Sept. 150
American Hard Rubber Co. (s)	Dec. 124
American Institute of Management (s)	Oct. 186
American Latex Products Co.	Nov. 59
American Management Association (s)	Oct. 154
American Optical Company (s)	Oct. 248
American Petroleum Institute (s)	Nov. 128
American Photocopy Equipment Co. (s)	Oct. 242, Dec. 186
American Pulverizer Co. (s)	Aug. 123
American Rack Merchandisers Institute	Oct. 58
American Smelting & Refining Co. (s)	Oct. 166
American Standards Association (s)	Dec. 174
American Viscose Corporation (s)	Oct. 172
Amplifier, Magnetic (s)	Sept. 153
Ampower Corporation (s)	Oct. 169
Anaconda Wire & Cable Co.	Nov. 54
<i>Analyzing the Economic Cycles</i>	Oct. 64

Annual Reports, Comic Book Style (s)	Aug. 159
For Employees (s)	Sept. 181
Study (s)	Nov. 200
3-D	Oct. 181
Anshen, Melvin— <i>The Case for Mobilization Preparedness</i> , Part I	Aug. 39
	Sept. 64
Apprenticeship— <i>Putting Some "Buy" into Selling</i>	
Free Enterprise	Oct. 61
<i>Approaches to To-morrow</i>	Oct. 45
Arbitration (s)	Dec. 176
<i>Are These Your Big Problems?</i>	Dec. 48
<i>Are We Living Beyond our Means?</i>	Nov. 66
Argon Gas Storage (s)	Dec. 127
Armour & Co.	Nov. 55
Armstrong Cork Co. (s)	Nov. 123
Arrowhead Rubber Co. (s)	Dec. 124
Arvin Industries, Inc. (s)	Sept. 151
Associated Industries of Cleveland (s)	Aug. 159
Atomic Energy Commission (s)	Dec. 10
Automatic Machines (s)	Dec. 125
Automobile Industry (s)	Nov. 202, Dec. 182
Automobile-Leasing — <i>Capital Conversion for Higher Returns</i>	Nov. 60

## — B —

Baker-Raulang Co., Banker Industrial Truck Div. (s)	Dec. 186
Baldwin-Lima-Hamilton Corporation (s)	Dec. 192
Ball Bearing Separator (s)	Nov. 204
Baltimore & Ohio Railroad	Dec. 55
Bank Clearings	Sept. 92, Oct. 90, Nov. 94, Dec. 86
See Also Weekly Business Signposts	
Barber-Green Co. (s)	Aug. 63
Barrington Associates, Inc. (s)	Nov. 186
Bartels, Robert — <i>On Developing European Mass Markets</i>	Oct. 59
Barth Co.	Sept. 132
Basic Materials Exposition	Sept. 127
Batt, William L.— <i>Can Business Amend Its Ways?</i>	Dec. 58
Batteries, Charger for (s)	Aug. 192
Bausch & Lomb Optical Company (s)	Nov. 146, 208
Bearings (s)	Nov. 196
Beetle, Carl N., Plastics Corporation (s)	Oct. 169
Bell Telephone Laboratories (s)	Oct. 49, 164, Nov. 58, 128
Bendix Aviation Corporation	Oct. 49
Bettinger Corporation	Sept. 61
Bishop, Leonard J. (s)	Sept. 14
Bituminous Coal Mined, see Weekly Business Signposts	
Black & Decker Mfg. Co.	Dec. 137
Blake, James K.— <i>Do's and Don'ts for Packages That Sell</i>	Oct. 55
<i>How to Hold a Big Time Sales Meeting</i>	Nov. 63
<i>How to Make a Company Museum Pay Off</i>	Dec. 55
<i>How to Sparkplug Dealer Sales</i>	Sept. 44
Bleach, Chlorine (s)	Aug. 96

Bois, McCay & Assoc., Ltd.	Dec. 45
Book Reviews, see Executive Bookshelf	
Borden Mills, The, Inc. (s)	Nov. 214
Bostitch, Inc. (s)	Oct. 162
Boston Woven Hose and Rubber Co. (s)	Nov. 214
Bostwick Laboratories	Sept. 56
Braden, Spruille	Aug. 184
Brilhart Plastics Corp. (s)	Dec. 126
Brill-Sloane Company (s)	Sept. 210
Bristol Brass Corp. (s)	Oct. 10
Bristol-Myers Co. (PV)	Oct. 21
<i>Broadening the Horizon</i>	Sept. 41
Broil-Quik Co. (s)	Dec. 154
<i>Budget: From Red Tape to Blue Print</i>	Dec. 46
<i>Budgets—Modern Tools for Better Management</i>	Oct. 53
Built-In Aids for Product Designers (PV)	Dec. 21

### Business Conditions

<i>Are These Your Big Problems?</i>	Dec. 48
<i>Are We Living Beyond Our Means?</i>	Nov. 66
<i>14 Important Ratios for 36 Manufacturing Lines</i>	Dec. 64
<i>14 Important Ratios for 12 Retail Lines</i>	Oct. 73
<i>14 Important Ratios for 24 Wholesale Lines</i>	Nov. 68
See also, Compass Points of Business: Trend of Business; Regional Trade Barometers; Weekly Business Signposts	
<i>Business Cycles—Analyzing the Economic Cycles</i>	Oct. 64
Business Failures	Sept. 78, Oct. 113, Nov. 105, Dec. 88

### Business Management

<i>Accent on Aims</i>	Oct. 209
<i>Approaches to To-morrow</i>	Oct. 45
<i>Are These Your Big Problems?</i>	Dec. 48
<i>Budget: from Red Tape to Blueprint</i>	Dec. 46
<i>Decentralization: the Key to the Future</i>	Sept. 54
<i>How's Your Company's Climate?</i>	Oct. 70
<i>Investment in Men</i>	Nov. 41
<i>Modern Tools for Better Management</i>	Oct. 53
<i>Speaking up for Business</i>	Aug. 37
<i>What Went Wrong To-Day?</i>	Aug. 46
Business Quiz	Aug. 186
	Sept. 106, Oct. 76
	Nov. 193, Dec. 111
Business, Small— <i>Keeping Small Business Strong</i>	Dec. 41
<i>On Developing European Mass Markets</i>	Oct. 59
Butz, Dr. Earl L. (s)	Nov. 18

## — C —

Cameras, Industrial (s)	Aug. 124
Canadian Marconi Company	Dec. 45
<i>Can Business Amend Its Ways?</i>	Dec. 58
<i>Can Sales Contracts Be Standardized?</i>	Oct. 67
Cans, Sealing process (s)	Sept. 203, Dec. 190
<i>Capital Conversion for Higher Returns</i>	Nov. 60
Carson, Lorraine— <i>Sources of Income Data</i>	Oct. 78
<i>Case for Mobilization Preparedness</i> , Part I	Aug. 39
	Part II Sept. 64
Catalyst, Combustion (s)	Aug. 128
Cavitation	Oct. 50
Cavitron Equipment Corp.	Oct. 52
Celanese Corporation of America (s)	Sept. 156, Dec. 128
Census—see Compass Points of Business	
Ceramics (s)	Nov. 128
Champ Hats, Inc. (s)	Aug. 159
Chapman, Gilbert W. (s)	Oct. 12
Chemical Analysis (s)	Nov. 132
Chemical Rubber Company (s)	Dec. 181
Chemical Specialties Manufacturers Assn.	Sept. 56
Chemstrand Corporation (s)	Sept. 151
Chesapeake and Ohio Railway (s)	Oct. 241
Chicago & North Western Railway (s)	Nov. 148
Chicago Molded Products Corp., Campco Div. (s)	Sept. 154
Chipcraft Co. (s)	Oct. 164
Chromalloy Corporation (s)	Dec. 128
Chrysler Corp. (s)	Dec. 14
Ciba Company (s)	Sept. 156
Cincinnati Milling Machine Co. (s)	Nov. 145
Civil Defense (s)	Sept. 182
Clapp & Polhak, Inc. (s)	Sept. 14
Coal Mining Machine (s)	Nov. 206
Coatings—Moisture Resistant (s)	Aug. 189
Electrolysis (s)	Oct. 169
Industrial (s)	Nov. 122
Nickel Plating (s)	Nov. 132
Porcelain Enamel (s)	Oct. 162
Collcott, Robert H.— <i>An Accent on Aims</i>	Oct. 209

Collyer, John L. ....	Aug. 181
Color— <i>Light, Color, and Design</i> .....	Aug. 58
Columbia Gas System, Inc. (s) .....	Sept. 203
Colton Chemical Co. ....	Nov. 56
Commercial and Industrial Failures and Commercial Loan Rates, see Compass Points of Business	
Commodity Price Index, see Prices, Wholesale Commodities	

#### Communication

<i>Films for Selling</i> .....	Aug. 62
<i>How Managements Talk to Supervisors</i> .....	Oct. 189
<i>How to Hold a Big Time Sales Meeting</i> .....	Nov. 63
<i>How to Make a Company Museum Pay Off</i> .....	Dec. 54
<i>New Science of Thinking</i> .....	Dec. 43
<i>Putting Some "Buy" into Selling Free Enterprise</i> .....	Oct. 61
Communications, Employee (s) .....	Nov. 183
Compass Points of Business—Monthly Statistics: .....	Sept. 89
Oct. 86, Dec. 82	
Quarterly Supplements: Aug. 21	
Nov. 21	

Compensation—Executive— <i>Speaking Up for Business</i> .....	Aug. 37
Connecticut Hard Rubber Co. (s) .....	Dec. 124
Consolidated Engineering Corp. (s) .....	Nov. 132
Consolidated Photo-Engravers & Lithographers Equipment Co. ....	Aug. 124
Consolidated Vultee Aircraft Corp. (s) .....	Sept. 182, Dec. 132
Construction Industry—The Building Quiz .....	Oct. 76
See also Compass Points of Business	

#### Consumer

<i>Are We Living Beyond Our Means?</i> .....	Nov. 66
Credit—see Compass Points of Business	
<i>On Developing European Mass Markets</i> .....	Oct. 59
<i>Putting the DO in "Do-It-Yourself"</i> .....	Dec. 137
Container Corp. of America (s) .....	Nov. 148
Containers, Chemical Plastic Drum (s) .....	Dec. 188
<i>How You Can Tap the Aerosol Market</i> .....	Sept. 56
Contests— <i>Putting some "Buy" into Selling Free Enterprise</i> .....	Oct. 61
Continental Can Company (s) .....	Sept. 203
Contracts— <i>Can Sales Contracts be Standardized?</i> .....	Oct. 67
<i>Incentives in Defense Work</i> .....	Oct. 227
Controlled Materials Plan — <i>Case for Mobilization Preparedness</i> .....	Part I Aug. 39
Part II Sept. 64	
Conveyor Equipment Manufacturers' Ass'n. (s) .....	Oct. 10
Cope, James (s) .....	Dec. 14
Copease Co. (s) .....	Dec. 188
Copy-Craft, Inc. (s) .....	Dec. 186
Cormac Industries (s) .....	Dec. 188
Corning Glass Center .....	Dec. 54
Corporation Finance— <i>Budget: From Red Tape to Blue Print</i> .....	Dec. 46
<i>Capital Conversion for Higher Returns</i> .....	Nov. 60
Cost Reduction— <i>Are These Your Big Problems?</i> .....	Dec. 48
Crane Company (s) .....	Oct. 163
Crane Vevor Corporation (s) .....	Oct. 170
Credit Clearing House (s) .....	Sept. 186
Credit, Consumer— <i>Are We Living Beyond Our Means?</i> .....	Nov. 66
<i>On Developing European Mass Markets</i> .....	Oct. 59
See Also Compass Points of Business	
Crookston, J. McLain (s) .....	Aug. 13
Crouse-Hinds Company (s) .....	Oct. 163, Nov. 210
Crowley, Henry L., Co. (s) .....	Sept. 158
Cuno Engineering Corp. ....	Nov. 64
Curta Calculator Company (s) .....	Aug. 192
Customer Relations— <i>Approaches to To-morrow</i> .....	Oct. 45
<i>Are These Your Big Problems?</i> .....	Dec. 48
Cutler-Hammer, Inc. (s) .....	Oct. 179

#### — D —

Dawson, Lewis W. (s) .....	Nov. 10
Daystrom, Inc. (s) .....	Aug. 49, Sept. 181
Deafness—Compensation (s) .....	Oct. 182
Claim (s) .....	Dec. 173
Dealer Relations— <i>How to Sparkplug Dealer Sales</i> .....	Sept. 44
<i>Putting the DO in "Do-It-Yourself"</i> .....	Dec. 137
Debt, Gross Federal, see Compass Points of Business	
Deburring Machines (s) .....	Aug. 192
<i>Decentralization: the Key to the Future</i> .....	Sept. 54
Decker, Alonzo G.— <i>Putting the DO in "Do-it-Yourself"</i> .....	Dec. 137

#### Defense

<i>Can Business Amend Its Ways?</i> .....	Dec. 58
<i>Case for Mobilization Preparedness, The</i> .....	Part I Aug. 39
Part II Sept. 64	
<i>Incentives in Defense Work</i> .....	Oct. 227
<i>War Economics: A Comparative Study</i> .....	Sept. 177
Delaware Barrel & Drum Company (s) .....	Dec. 190
Deodorizer (s) .....	Sept. 210
Department Store Sales	
See Weekly Business Signposts	

Design— <i>Light, Color, and Design</i> .....	Aug. 58
Design Associates, Ltd. (s) .....	Dec. 154
Detrex Corp. ....	Oct. 49
<i>Developing European Mass Markets</i> .....	Oct. 59
Devenco, Inc. (s) .....	Dec. 184
Dextrans (s) .....	Dec. 126
Dick, A. B. Company (s) .....	Aug. 160
Dictaphone Corporation (s) .....	Nov. 198
Direct Mail (s) .....	Nov. 145
Disability Insurance—1952 (s) .....	Sept. 184
Dishwasher, Automatic (s) .....	Dec. 181
Displays, Sales (s) .....	Aug. 160, Sept. 131, Sept. 154
<i>Light, Color, and Design</i> .....	Aug. 58

#### Distribution

<i>How You Can Tap the Aerosol Market</i> .....	Sept. 56
<i>Modern Tools for Better Management</i> .....	Oct. 53
<i>On Developing European Mass Markets</i> .....	Oct. 59
<i>Putting the DO in "Do-It-Yourself"</i> .....	Dec. 137
Selling to Distributors (s) .....	Oct. 150
See also, Sales and Distribution	
<i>Do's and Don'ts for Packages that Sell</i> .....	Oct. 55
Doall Company (s) .....	Aug. 192, Sept. 152
Dodge, F. W., Construction Specialists (s) .....	Dec. 160
Dorsett, J. Dewey (s) .....	Nov. 12
Dow Chemical Company .....	Aug. 43, Nov. 55
Dow Corning Corporation (s) .....	Oct. 163, Nov. 55, Dec. 124
Drawing Instrument, Transparent (s) .....	Nov. 198
DuMont, Allen B., Laboratories, Inc. (s) .....	Nov. 214, Dec. 13
Du Pont, E. I. de Nemours & Co. (s) .....	Sept. 12, 150, Dec. 125
Grasselli Chemicals Department (s) .....	Nov. 123
Petroleum Chemical Division (s) .....	Nov. 123
Dynel (s) .....	Sept. 150

#### — E —

Earnings of Industrial Workers, see Compass Points of Business	
Eastman Kodak Co. ....	Aug. 42, Dec. 158
E. and R. Company (s) .....	Dec. 190

#### Economic Conditions

<i>Analyzing the Economic Cycle</i> .....	Oct. 64
<i>Approaches to To-morrow</i> .....	Oct. 45
<i>Are These Your Big Problems?</i> .....	Dec. 48
<i>Are We Living Beyond Our Means?</i> .....	Nov. 66
<i>Capital Conversion for Higher Returns</i> .....	Nov. 60
<i>War Economics: A Comparative Study</i> .....	Sept. 177
<i>International—How Goes the World?</i> .....	Sept. 59
<i>Observations on France—Part I</i> .....	Dec. 51
<i>On Developing European Mass Markets</i> .....	Oct. 59
See also, Compass Points of Business; Trend of Business; Business Failures; Fourteen Important Ratios	
Economic Cycles, see Business Cycles	
Economy Engineering Company (s) .....	Nov. 196
Ectro, Inc. (s) .....	Aug. 196
Education and Business, Sales (s) .....	Oct. 149
Scholarships (s) .....	Oct. 182
Einson-Freeman Co. (s) .....	Sept. 132
Elastomer Chemical Co. ....	Nov. 56
Electric Lamp (explosion proof) (s) .....	Nov. 210
Electric Power Output—see Weekly Business Signposts and Compass Points of Business	
Electric Storage Battery Co. ....	Aug. 43
Electrical Systems Converter (s) .....	Dec. 182
Electrolizing Corporation (s) .....	Oct. 169
Electronics-Computer (s) .....	Sept. 203, Oct. 164
Components (s) .....	Sept. 152
Detector (s) .....	Aug. 189
Machine Tools (s) .....	Dec. 125
Oscillograph (s) .....	Nov. 214
Elgin National Watch Company (s) .....	Sept. 181
Elliot, George H., & Co. ....	Dec. 62
Elston, Rue R., Company (s) .....	Nov. 202
Elwell-Parker Electric Company (s) .....	Aug. 124, Oct. 250
Empire Chemical Products, Inc. (s) .....	Nov. 125

#### Employee Relations

Activities (s) .....	Aug. 162
Benefits (s) .....	Aug. 189
<i>How Managements Talk to Supervisors</i> .....	Oct. 189
<i>Morale Survey Ready-Made Style</i> .....	Aug. 48
<i>New Plan for Retirement Stability</i> .....	Sept. 48
<i>New Science of Thinking</i> .....	Dec. 43
<i>Placing the Handicapped</i> .....	Nov. 43
<i>Putting Some "Buy" into Selling Free Enterprise</i> .....	Oct. 61
<i>Should Retirement Supplement Retirement?</i> .....	Nov. 51
Suggestions (s) .....	Nov. 123
<i>Worker Attitude on Incentives</i> .....	Dec. 61
Employer Relations .....	Aug. 159, Sept. 181, Oct. 179
Nov. 183, Dec. 173	
Employment—Civilian; Agricultural; Non-Agricultural; Unemployment—see Compass Points of Business	
Employment .....	Aug. 74, Sept. 89, Oct. 88
Nov. 88, Dec. 82	
<i>Greener Fields</i> .....	Nov. 46

Enamel for Aluminum, Nickel, Steel .....	Oct. 162
Engine Analyzer (s) .....	Sept. 203
Equitable Life Assurance Society (s) .....	Aug. 162
Erie Enameling Company (s) .....	Aug. 192
Exact Weight Scale Co. (s) .....	Sept. 212

#### Executive

Bookshelf .....	Aug. 103, Sept. 99, Oct. 129
Nov. 109, Dec. 101	
Development— <i>Broadening the Horizon</i> .....	Sept. 41
<i>Decentralization: the Key to the Future</i> .....	Sept. 54
<i>Executive Development Takes New Step</i> .....	Sept. 61
<i>How's Your Company's Climate?</i> .....	Oct. 70
<i>Investment in Men</i> .....	Nov. 41
<i>New Science of Thinking, A</i> .....	Dec. 43
<i>Speaking up for Business</i> .....	Aug. 37
Sales Training (s) .....	Oct. 149
Turnover— <i>Greener Fields</i> .....	Nov. 46
Exhibit, Travelling (s) .....	Sept. 127
Expenditures for Plant and Equipment, see Compass Points of Business	
Explosives (s) .....	Sept. 152, Oct. 163
Exports—see Compass Points of Business	

#### — F —

Factories (PV) .....	Aug. 135
Failures, Commercial and Industrial; Number; Liabilities; see Compass Points of Business and Weekly Business Signposts	
Age of Business (table) .....	Oct. 114
Fairless, Benjamin F. (s) .....	Nov. 10
Farm Equipment—Testing (s) .....	Dec. 181
Farm Income—see Compass Points of Business	
Federal, Debt: Expenditures; Receipts—see Compass Points of Business	
Felters Company (s) .....	Sept. 150
Ferroxcube Corporation of America (s) .....	Sept. 158
Film Councilors, Inc. ....	Aug. 64
Films for Management .....	Sept. 111, 116, Nov. 165
<i>Films for Selling</i> .....	Aug. 62
Filtration Engineers, Inc. (s) .....	Sept. 150
Finance, Consumer Credit: Loans of Commercial Banks, Currency outside of Banks, Demand Deposits, Turnover of Demand Deposits — see Compass Points of Business	
Financial Ratios, Manufacturing .....	Dec. 64
Retail .....	Oct. 73
Wholesale .....	Nov. 68
Fire Hose (s) .....	Nov. 214
Firestone Tire & Rubber Co. (s) .....	Dec. 128
First National Bank of San Diego (s) .....	Nov. 202
Floor Maintenance (s) .....	Aug. 194
Flotill Products, Inc. (s) .....	Oct. 150
Foley Manufacturing Company (s) .....	Sept. 208
Ford Motor Co. ....	Nov. 43, Dec. 21 (PV), Dec. 126
Ford Tractor Division (s) .....	Dec. 181
Forest Fiber Products Co. (s) .....	Nov. 130
Foulke, Roy A.— <i>14 Important Ratios for 36 Manufacturing Lines</i> .....	Dec. 64
<i>14 Important Ratios for 12 Manufacturing Lines</i> .....	Oct. 73
<i>14 Important Ratios for 24 Wholesaling Lines</i> .....	Nov. 68
France, Observations on .....	Part I, Dec. 51
Fraser, Robert L.— <i>Can Sales Contracts be Standardized?</i> .....	Oct. 67
<i>Free Enterprise, Putting Some "Buy" into Selling</i> .....	Oct. 61
Freight Car, New Style (s) .....	Sept. 214
Freight Carloadings, see Weekly Business Signposts	
Fuller Company (s) .....	Sept. 214
Fumigant, Industrial (s) .....	Dec. 184
Fyr-Kote Company (s) .....	Nov. 123

#### — G —

Gages (s) .....	Aug. 192, Oct. 169
Gale Dorothea Mechanisms (s) .....	Sept. 131
Gallium (s) .....	Aug. 100
Gardner, Annette R.— <i>Are These Your Big Problems?</i> .....	Dec. 48
<i>How You Can Tap the Aerosol Market</i> .....	Sept. 56
<i>Plastics That Expand to Fill Product Needs</i> .....	Nov. 54
<i>Sound Waves That Mix, Measure, Machine and Clean</i> .....	Oct. 48
Gardner Displays Co. (s) .....	Aug. 13
Garlock Packing Co. (s) .....	Dec. 124
Gatehouses (s) .....	Aug. 192
Gates Engineering Co. (s) .....	Nov. 122
Gay, Roger E. (s) .....	Oct. 10
General American Transportation Corp. (s) .....	Sept. 214
General Aniline & Film Corp. (s) .....	Oct. 248
General Ceramics & Steatite Corp. (s) .....	Oct. 162
General Electric Co. (s) .....	Sept. 127, 128
Oct. 50, 174, Nov. 15, Dec. 125	
Carboloy Department (s) .....	Sept. 158, Oct. 56, Dec. 127
Chemical Division (s) .....	Nov. 123, Dec. 124
Nela Park .....	Aug. 51
Silicone Products Division (s) .....	Oct. 163
General Mills, Inc. (s) .....	Oct. 181

## — V —

Anton Pump Corporation (s).....	Dec. 192
ending Machines (s).....	Dec. 158
et, Arthur W.— <i>A New Plan for Retirement</i> .....	Sept. 48
Stability.....	Nov. 122
nyl sheeting (s).....	Dec. 10
oice of Business.....	Aug. 13, Sept. 10
oice of Industry.....	Oct. 10, Nov. 10
ulcanized Rubber & Plastics Company (s).....	Aug. 97

## — W —

Pages— <i>Worker Attitude on Incentives</i> .....	Dec. 61
See also Trend of Business; Compass Points of Business.....	
Wallace Supplies Manufacturing Company (s).....	Nov. 208
ar Economics: <i>A Comparative Study</i> .....	Sept. 177
Warehousing (s).....	Aug. 192
Warner & Kanter— <i>What Went Wrong To-day?</i> .....	Aug. 46
Weekly Business Signposts.....	Aug. 73, Sept. 90, Oct. 90
	Nov. 85, Dec. 78
Weller, J. L.....	Aug. 183
Westerman & Stewart— <i>Greener Fields</i> .....	Nov. 46
Western Felt Works (s).....	Dec. 124
Westinghouse Electric Corp. (s).....	Sept. 18, Sept. 45, Sept. 127
	Sept. 153, Nov. 55, Nov. 125
	Dec. 181, Dec. 156
Weyerhaeuser Timber Company (s).....	Aug. 95
What Went Wrong To-day.....	Aug. 46
Wheeler, Walter H. (s).....	Dec. 13
Whirlpool Corp. (s).....	Sept. 132
Witaker, L. E.....	Aug. 185
Witte Motor Company, Autocar Division (s).....	Dec. 158
Witkin Machine Works (s).....	Nov. 126
Wholesale Trade—14 Important Ratios for 24 Wholesale Lines.....	Nov. 68
Why Businesses Fail.....	Sept. 78, Dec. 88
Wegand, Edwin L. Company (s).....	Oct. 169
Wire Rope (s).....	Nov. 132
Wisconsin Manufacturers Association.....	Oct. 61
Wisconsin Power & Light Co. (s).....	Oct. 15
Wolf Bureau (s).....	Sept. 150
Worcester Pressed Steel Co.....	Aug. 185, Sept. 18
	Oct. 45, Dec. 54
Worker Attitude on Incentives.....	Dec. 61
Workmen's Compensation (s).....	Oct. 182
Worthington Corp.....	Nov. 64
Wandotte Chemicals Corp. (s).....	Dec. 16

## — X — Y — Z —

Ray (s).....	Sept. 158, Sept. 214
Re and Towne Manufacturing Company (s).....	Aug. 196
	Oct. 12, Oct. 248
Re Co.....	Sept. 153
Re Corp.....	Sept. 45
Re Emotions.....	Aug. 59
Re Research Institute (s).....	Dec. 153
Re Plastics Corp.....	Nov. 59
Re Dust (s).....	Oct. 166

## SCANNING THE

## Executive Bookshelf

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during August–December 1953 are listed below under the name of the author.

Axe, E. W. & Co., Inc., <i>The Drug Industry</i> .....	Dec.
Bates, J. M. and Henderson, J. G., <i>Metallurgical Dictionary</i> .....	Dec.
Benedict, Murray R., <i>Farm Policies in the United States: 1790-1950</i> .....	Sept.
Black, Manes Menzies and Piccoli, J. George, <i>Successful Labor Relations for Small Business</i> .....	Oct.
Bowen, Howard R., <i>Social Responsibilities of the Businessman</i> .....	Aug.
Bridgewater, William, <i>The Columbia-Viking Desk Encyclopedia</i> .....	Dec.
Buckley, Joseph C., <i>Handbook of Retirement</i> .....	Nov.
Bunting, J. Whitney, <i>Ethics for Modern Business Practice</i> .....	Oct.
Butters, John Keith and others, <i>Effects of Taxation: Investments by Individuals</i> .....	Sept.
Chamber of Commerce, <i>The Economics of the Guaranteed Annual Wage</i> .....	Nov.
Clough, Shepard B., <i>The American Way</i> .....	Aug.
Crisp, Richard D., <i>Company Practices in Market Research</i> .....	Nov.
Dale, Ernest and Urwick, Lyndall F., <i>Profitably Using the General Staff Position in Business</i> .....	Nov.
DeGarmo, E. Paul and Woods, Baldwin M., <i>An Introduction to Engineering Economy</i> .....	Sept.
Doris, Lillian, ed., <i>Business Finance Handbook</i> .....	Aug.
Edmunds, Stahl, and Uppgren, Arthur, <i>Economics for You and Me</i> .....	Sept.
Eisner, Frederick M., <i>Profit Analysis, Distribution Costs, Working Papers</i> .....	Dec.
Hart, Albert G., <i>Defense and the Dollar</i> .....	Nov.
Henderson, J. G. and Bates, J. M. <i>Metallurgical Dictionary</i> .....	Dec.
Hoad, William M., <i>One Hundred Questions for a Prospective Manufacturer</i> .....	Aug.
Kornhauser, Arthur, <i>Detroit as the People See It</i> .....	Aug.
Mazur, Paul, <i>The Standards We Raise</i> .....	Dec.
Melnitsky, Benjamin, <i>Profiting from Industrial Standardization</i> .....	Oct.
Myers, Clark E. and Spriegel, William R., <i>The Writings of the Gilbreths</i> .....	Sept.
National Foreman's Institute, <i>Human Relations Casebook</i> .....	Oct.
Osborn, Alex., <i>Applied Imagination</i> .....	Dec.
Perry, John, <i>Human Relations in Small Industry</i> .....	Aug.
Piccoli, J. George and Black, Manes Menzies, <i>Successful Labor Relations for Small Business</i> .....	Oct.
Richland, Arthur H., <i>How to Raise Cash and Influence Bankers</i> .....	Sept.
Roberts, James Gordon, <i>A Rational Road to Peace and Prosperity in Our Time</i> .....	Oct.
Roth, Charles B., <i>How to Sell Your Way to Success</i> .....	Nov.
Schiffer, Allyn M. and Schwartz, Robert J., <i>Credit and Collection Know-How</i> .....	Sept.
Schwartz, Robert J. and Schiffer, Allyn M., <i>Credit and Collection Know-How</i> .....	Sept.
Sices, Murray, <i>Seventh Avenue</i> .....	Aug.
Spriegel, William R. and Myers, Clark E., <i>The Writings of the Gilbreths</i> .....	Sept.
Stout, Robert D. and Doty, W. D'Orville, <i>Weldability of Steels</i> .....	Oct.
<i>Techniques of Plant Maintenance and Engineering — 1952</i> .....	Nov.
Trueger, Paul M., <i>Accounting Guide for Defense Contracts</i> .....	Oct.
Uppgren, Arthur and Edmunds, Stahl, <i>Economics for You and Me</i> .....	Sept.
Uris, Auren, <i>How to Be a Successful Leader</i> .....	Nov.
Urwick, Lyndall F. and Dale, Ernest, <i>Profitably Using the General Staff Position in Business</i> .....	Nov.
Wallace, Donald H., <i>Economic Controls and Defense Warehouse Operations Handbook</i> .....	Nov.
	Oct.
Weston, J. Fred, <i>The Role of Mergers in the Growth of Large Firms</i> .....	Sept.
Woods, Baldwin M. and De Garmo, E. Paul, <i>An Introduction to Engineering Economy</i> .....	Sept.
Woytinsky, W. S., ed., <i>Employment and Wages in the United States</i> .....	Sept.

## BUSINESS AFFILIATIONS

of DUN'S REVIEW AND MODERN INDUSTRY Contributors

The August–December 1953 contributors, who have provided DUN'S REVIEW AND MODERN INDUSTRY with authoritative articles on various aspects of the business world and allied themes, are listed below under their business connections as a further convenience to readers.

American Brake Shoe Company William B. Given, Jr., Chairman of the Board.....	Sept.
At, William L.....	Dec.
Black & Decker Manufacturing Company Alonzo G. Decker, President.....	Dec.
Strategic Institute of Technology Melvin Anshen, President.....	Aug.
Committee for Economic Development Arthur W. Viner, Research Committee Member.....	Sept.
McGraw-Hill-Nairn, Inc. Herbert E. Muller, Budget Director.....	Dec.
Platz de Nemours, E. I. & Company Crawford H. Greenewalt, President.....	Aug.
Worthington, Joseph and Sons, Inc. Robert H. Collocott, President.....	Oct.
Firestone Tire & Rubber Company, The T. G. Mac Gowan, Marketing Research Manager.....	Oct.
Harvard University Seymour E. Harris, Professor of Economics.....	Sept.
Howard Ketcham, Inc. Howard Ketcham.....	Aug.
Lake Erie Engineering Corp. Robert L. Fraser, Assistant to the President.....	Oct.
McCormick and Company, Inc. Charles P. McCormick, President.....	Nov.
National Bureau of Economic Research Geoffrey H. Moore, Associate Director of Research.....	Oct.
Ohio State University Robert Bartels, Associate Professor of Business Organization.....	Oct.
Rollins, John W. and Associates John W. Rollins, President.....	Nov.
Small Business Administration William D. Mitchell, Administrator.....	Dec.
Standard Oil Company (Ohio) A. A. Stambaugh, Chairman of the Board.....	Nov.
Updegraff Press Robert R. Updegraff, President.....	Nov.
Warner-Kanter Companies The, Marvin L. Warner and Joseph H. Kanter, partners.....	Aug.
Worcester Pressed Steel Company Carter C. Higgins, President.....	Oct.

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General Motors Research Laboratory	Oct.	49
General Petroleum Corp. (s)	Nov.	196
George, Edwin B.— <i>Observations on France</i>	Part I	Dec. 51
Georgia-Pacific Plywood Co.	Aug.	96
Germanium (s)	Sept.	152
Giddings & Lewis Machine Tool Co. (s)	Dec.	125
Gilmore, W. W. (s)	Sept.	12
Given, William B., Jr.— <i>Broadening the Horizon</i>	Sept.	41
Glidden Co. (s)	Nov.	122
Globe-Wernicke Co. (s)	Sept.	45
Goodall Rubber Co. (s)	Dec.	124
Goodrich, B. F., Co. (s)	Aug. 49, 181, Nov.	55, 122
Goodyear Aircraft Corp.	Nov.	59
Goshen Rubber Co. (s)	Dec.	125

#### Government

<i>Can Business Amend Its Ways?</i>	Dec.	58
<i>Case for Mobilization Preparedness, The</i>	Part I	Aug. 39
	Part II	Sept. 64
<i>How Goes the World?</i>	Sept.	59
<i>Incentives in Defense Work</i>	Oct.	227
<i>Keeping Small Business Strong</i>	Dec.	41
<i>War Economies: A Comparative Study</i>	Sept.	177
See also Heard in Washington		
Grace, J. Peter, Jr. (s)	Nov.	15
Great American Industries (s)	Dec.	125
Greener Fields	Nov.	46
Greenewalt, Crawford H.— <i>Speaking Up for Business</i>	Aug.	37
Gross National Product (GNP)— <i>War Economies: A Comparative Study</i>	Sept.	177
See also Compass Points of Business		
Guardian Safety Equipment Co. (s)	Dec.	174
Gumpert, E. V.	Aug.	182

#### — H —

Haloid Co. (s)	Sept.	208
Hamerslag Equipment Co. (s)	Sept.	206
Handicapped, Employ the (s)	Oct. 186, Nov.	43
Hanson-Van Winke-Munning Co. (s)	Nov.	132
Harley-Davidson Motor Co.	Aug.	182
Harris, Seymour E.— <i>War Economies: A Comparative Study</i>	Sept.	177
Harvard Business School (s)	Oct.	149
Hazatrol Inc. (s)	Nov.	204
Heard in Washington	Aug. 11, Sept.	9
	Oct. 9, Nov. 9, Dec.	9
Heater, Engine (s)	Dec.	184
Heaters, Far-Infra-Red (s)	Oct.	169
Heaters, Portable (s)	Nov.	202
Heating, Induction (s)	Nov.	126
Heinz, H. I., Co. (s)	Nov.	130
Heppenstall Co. (s)	Sept.	160
Hercules Powder Co. (s)	Sept.	156
Here and There in Business	Aug. 189, Sept.	203
	Oct. 241, Nov. 196, Dec.	181
Higgins, Carter C.— <i>Approaches to Tomorrow</i>	Aug. 185, Sept.	18, Oct. 45
Hild Floor Machine Co. (s)	Aug.	194
Hill, John A. (s)	Aug.	13
Home Insurance Company	Dec.	56
Hotpoint, Inc. (s)	Sept. 45, Sept.	184
Houghton, E. F., & Company (s)	Nov.	125
House Organs (Supervisory)— <i>How Managements Talk to Supervisors</i>	Oct.	189
Howard Foundry Co. (s)	Nov.	130
<i>How Goes the World?</i>	Sept.	59
<i>How Managements Talk to Supervisors</i>	Oct.	189
<i>How to Have an Accident</i>	Sept.	51
<i>How to Hold a Big Time Sales Meeting</i>	Nov.	63
<i>How to Make a Company Museum Pay Off</i>	Dec.	55
<i>How to Sparkplug Dealer Sales</i>	Sept.	44
<i>How You Can Tap the Aerosol Market</i>	Sept.	56
<i>How's Your Company's Climate?</i>	Oct.	70
Hughes Aircraft Company (s)	Dec.	173
Hunt Loom and Machine Works (s)	Nov.	214
Hyzazine Plant (s)	Sept.	153

#### — I —

Imports, see Compass Points of Business

#### Incentives

<i>Broadening the Horizon</i>	Sept.	41
<i>How to Sparkplug Dealer Sales</i>	Sept.	44
<i>Incentives in Defense Work</i>	Oct.	227
<i>Investment in Men</i>	Nov.	41
<i>Keeping Small Business Strong</i>	Dec.	41
<i>Morse Survey Ready-Made Style</i>	Aug.	48
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct.	61
<i>Speaking up for Business</i>	Aug.	37
<i>Warrior Attitude on Incentives</i>	Dec.	61

#### Income

<i>Are We Living Beyond Our Means?</i>	Nov.	66
--	------	----

<i>New Plan for Retirement Stability</i>	Sept.	48
<i>Sources of Income Data</i>	Oct.	78
<i>Worker Attitude on Incentives</i>	Dec.	61
Hourly; Weekly; Disposable Personal; Corporate Profits after Taxes—see Compass Points of Business; Trend of Business		
Incorporations, New Business	Aug. 76, Sept.	92, Oct. 93
	Nov. 94, Dec.	86

#### Industrial

<i>Aluminum</i>	Aug.	51
<i>Can Business Amend Its Ways?</i>	Dec.	58
<i>Case for Mobilization Preparedness, The</i>	Part I	Aug. 39
	Part II	Sept. 64
<i>How to Have an Accident</i>	Sept.	51
Machinery—see Industrial Methods and Materials: Production Methods; Here and There in Business		
Methods and Materials	Sept. 150, Oct.	162
	Nov. 122, Dec.	124
<i>Plastics that Expand</i>	Nov.	54
<i>Relations (s)</i>	Aug.	159
<i>Sound Waves That Mix, Measure, Machine, and Clean</i>	Oct.	48
Ingersoll-Rand Company (s)	Dec.	128
Installment Buying — <i>Are We Living Beyond Our Means?</i>	Nov.	66
Insurance—Industrial (s)	Oct.	241
International Business Machines Corp. (s)	Aug. 189, Oct.	244
Interviews—Greener Fields	Nov.	46
Inventories—Manufacturing, Retail, Wholesale—see Compass Points of Business		
Inventory Control— <i>Modern Tools for Better Management</i>	Oct.	53
<i>Investment in Men</i>	Nov.	41
Iron Ore (s)	Sept.	156

#### — J —

John Hancock Mutual Life Insurance Co. (s)	Nov.	198
Johns-Manville Corporation (s)	Dec. 43, 125	
Johnson & Johnson Co.	Sept.	47
Jones, Margaret L.— <i>Executive Development Takes New Step</i>	Sept.	61
<i>How's Your Company's Climate?</i>	Oct.	70
<i>New Science of Thinking</i>	Dec.	43
<i>Those Family Hours</i>	Nov.	48
Jones, Ralph H., Co. (s)	Nov.	145
Joy Manufacturing Company (s)	Nov.	206

#### — K —

Kaiser Aluminum & Chemical Corp. (s)	Oct.	166
Kanter & Warner— <i>What Went Wrong To-day?</i>	Aug.	46
Kawner Co., The (s)	Sept.	214
<i>Keeping Small Business Strong</i>	Dec.	41
Keller Tool Co. (s)	Dec.	176
Kellogg Co. (s)	Nov.	210
Kellogg Co., M. W. (s)	Dec.	125
Kelly, Pilson W.— <i>Incentives in Defense Work</i>	Oct.	227
Ketcham, Howard— <i>Light, Color and Design</i>	Aug.	58
Kiddle & Co.	Dec.	174
Kiefer, Edgar S., Tanning Co.	Aug.	181
Kraftite Co. (s)	Nov.	122
Kroger Co.	Aug.	166

#### — L —

Labline, Inc. (s)	Dec.	135
Labor, see Employee Relations		
Lamination (s)	Nov.	123
Larke, Alfred G.— <i>How to Have an Accident</i>	Sept.	51
<i>Placing the Handicapped</i>	Nov.	43
<i>Putting Some "Buy" into Selling Free Enterprise</i>	Oct.	61
<i>Worker Attitude on Incentives</i>	Dec.	61
Laros Co., R. K. (s)	Dec.	126
Lee Rubber & Tire Co. (s)	Dec.	125
Leebaw Manufacturing Co. (s)	Oct.	244
Lehigh University (s)	Oct.	182
Leisure Time— <i>Those Family Hours</i>	Nov.	48
Lemert Engineering Co. (s)	Sept.	212
Letters to the Editor	Aug. 28, Sept.	33
	Oct. 33, Nov. 33, Dec.	29
Lewis-Shepard Products, Inc. (s)	Aug.	131
Lewis, William C. — <i>How Managements Talk to Supervisors</i>	Oct.	189
Liabilities of Business Failures (chart)	Dec.	89
Libraries, Company (s)	Oct.	186
<i>Light, Color and Design</i>	Aug.	58
Linde Air Products (s)	Dec.	127
Loan Rates, Commercial, see Compass Points of Business		
Lockheed Aircraft Corp.	Nov.	56
Longren Aircraft Co. (s)	Nov.	188
Lubricants (s)	Oct. 166, Dec.	181

#### — M —

MacGowan, T. G.— <i>Modern Tools for Better Management</i>	Oct.	53
McCormick & Co.	Sept.	23
McCormick, Charles P.— <i>Investment in Men</i>	Nov.	41
McKinsey & Co. (s)	Sept. 10, 61	
McSweeney, Edward (s)	Oct.	16
Machine Tool Industry (s)	Oct.	242
Machine Tool Scale Models (s)	Dec.	135
Magline, Inc. (s)	Aug.	198
Magnets, Permanent (s)	Sept.	158
Management, see Business Management		
Mansfield, F. W. (s)	Aug.	14
Manufacturers—14 Important Ratios for 36 Manufacturing Lines		

#### Market Research

<i>Accent on Aims</i>	Oct.	20
<i>Approaches to To-morrow</i>	Oct.	4
<i>Big Youth Market (s)</i>	Dec.	15
<i>Broadening the Horizon</i>	Sept.	4
<i>Budget: from Red Tape to Blueprint</i>	Dec.	4
<i>Light, Color, and Design</i>	Aug.	5
<i>Modern Tools for Better Management</i>	Oct.	5
<i>On Developing European Mass Markets</i>	Oct.	5
<i>Putting the DO in "Do-It-Yourself"</i>	Dec.	13
<i>Report (s)</i>	Oct.	15
<i>Sources of Income Data</i>	Oct.	7
Martin-Senour Co. (s)	Nov.	14
Masking Tape (s)	Dec.	18
Materials and Design	Aug.	9

#### Materials Handling

Conveyor Tunnel (s)	Oct.	16
Crane Truck (s)	Aug.	19
Floor Truck (s)	Oct.	24
Fork Lift (s)	Oct.	13
Fork Truck (s)	Oct.	24
Fork Truck, Side-Loading (s)	Dec.	18
Hand Truck	Aug.	19
Hoists (s)	Oct.	17
Lift Truck (s)	Nov.	19
Roller Conveyor (s)	Dec.	12
Scoop Attachment (s)	Oct.	25
Tongs and C-Hooks (s)	Sept.	16
Trailer (s)	Dec.	19
Matholin Corp. (s)	Sept.	15
Mechanical Handling Systems, Inc. (s)	Sept.	15
Meilink Steel Safe Company (s)	Nov.	21
Mennen Co.	Aug. 135, Dec.	15
Mercury Manufacturing Co. (s)	Oct. 246, Dec.	19
Mezerik, A. G.— <i>How Goes the World?</i>	Sept.	5
Milprint, Inc. (s)	Nov.	15
Mine Safety Appliances Co. (s)	Dec.	13
Minneapolis-Honeywell Regulator Co. (s)	Sept. 12, 21	
Minneapolis Mining & Manufacturing Co. (s)	Aug. 10	
	Oct. 244, Nov.	19
Minnesota Rubber & Gasket Co. (s)	Nov. 184, Dec.	19
Mirror, Rear-view, wide (s)	Aug.	13
Mitchell, William D. — <i>Keeping Small Business Strong</i>	Dec.	5
Modern Industrial Engineering Co. (s)	Aug. 19	
<i>Modern Tools for Better Management</i>	Oct.	5
Money in Circulation, see Weekly Business Signposts		
Monsanto Chemical Co. (s)	Aug. 189, Oct. 163, Nov.	20
Moore, Geoffrey H. — <i>Analyzing the Economic Cycles</i>	Oct.	6
<i>Morale Survey Ready-Made Style</i>	Aug.	4
Morehouse Industries (s)	Aug. 12	
Morgan, Henry, & Co.	Dec.	4
Motor Generator Corp. (s)	Aug. 19	
Motorola, Inc. (s)	Aug. 194, Sept. 181, Dec.	19
Moving Pictures in Industry	Aug. 62, Sept. 111, Nov.	16
Muller, Herbert E.— <i>Budget: From Red Tape to Blue Print</i>	Dec.	4
Multiple Management— <i>Investment in Men</i>	Nov.	4
See also, Photo Visit	Sept.	2
Munson, Charles S. (s)	Dec.	1
Museums— <i>How to Make a Company Museum Pay Off</i>	Dec.	5
Mutual Life Insurance Co. (s)	Sept. 186, Oct.	24
	Nov. 10, Dec.	18

#### — N —

Nash Kelvinator Corp. (s)	Dec.	15
National Automatic Merchandising Association (s)	Dec.	16
National Defense— <i>Case for Mobilization Preparedness</i>	Part I	Aug. 39
	Part II	Sept. 64
National Distillers Products (s)	Oct.	16
National Metal Edge Box Co. (s)	Oct.	14
National Research Council (s)	Oct.	16
National Safety Council (s)	Nov.	12
National Sales Executive (s)	Oct.	14

# NEW Industry

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SEP 22 1953

BUSINESS ADMINISTRATION  
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## Speaking up FOR BUSINESS



CRAWFORD H. GREENEWALT

President, E. I. du Pont de Nemours & Co.

*I*N earlier times, when business units were small and technology was simple, the proprietor of an enterprise could hold all the reins firmly in his own hands. To-day it is only in a limited field that this condition prevails—certainly it is no longer representative of American industry. As production has become more complex, the tools and equipment have grown more expensive and the capital to buy them has had to come from groups of people rather than a few individuals. At the same time we have come to require more and more the services of specialists and technicians. Business has become, as a result, increasingly a team effort, in which the contributions of each individual and each group have to be integrated with the contributions of others.

Continued on page 37

NATO—Can Business Amend Its Ways?	Dec. 58
Naval Research Laboratory	Oct. 49
Neff, Grover C. (s)	Oct. 15
Nelson, B. F., Mfg. Co.	Aug. 185
Newark Gear, Inc.	Aug. 43
New Plan for Retirement Stability, A	Sept. 48
New Science of Thinking, A	Dec. 43
New York State	Dec. 193
Nopco Chemical Co.	Oct. 55
Nordberg Mfg. Co. (s)	Nov. 146
North American Philips Co., Inc. (s)	Sept. 214

### — O —

Observations on France (Part I)	Dec. 51
---------------------------------	---------

#### Office Equipment

Calculator, Portable	Aug. 192
Copying Machine (s)	Oct. 248
File-Safe (s)	Nov. 212
Perforated Tape (s)	Oct. 244
Photocopying (s)	Dec. 186
Photocopying, Color (s)	Oct. 242
Punched Cards (s)	Nov. 210
Telephone Dictation (s)	Nov. 198
Typewriter Screwdriver	Aug. 189
Xerography (s)	Sept. 208
Office Layout (PV)	Sept. 23
Oil Drilling, Training (s)	Oct. 179
On-Film, Inc.	Aug. 64
Organization Chart, Corporation	Oct. 72
Orr, Edgar K.	Aug. 181
Oster Manufacturing Co. (s)	Aug. 192
Ottinger, Lawrence (s)	Oct. 10
Our 48 States—New York	Dec. 193
Owens-Corning Fiberglass Corp. (s)	Dec. 190
Owings-Sharpe Plastic Pipe & Tubing Co.	Aug. 98
Oxy-Catlyst, Inc.	Aug. 128

### — P —

Pacific Electric Railway Company (s)	Nov. 183
--------------------------------------	----------

#### Packaging

Asbestos (s)	Dec. 125
Awards (s)	Dec. 154
Cellophane Film (s)	Oct. 172
Do's and Don'ts for Packages That Sell	Oct. 55
How You Can Tap the Aerosol Market	Sept. 56
Light, Color, and Design	Aug. 58
New Product (s)	Aug. 96
Paneling, Hard Board (s)	Nov. 130
Parker Appliance Co. (s)	Dec. 125
Parker Pen Co. (s)	Dec. 160
Patton, Arch (s)	Sept. 10
Paulsen-Webber Cordage Corporation (s)	Aug. 164
Peerless Photo Products, Inc. (s)	Dec. 188
Pensions—A New Plan for Retirement Stability	Sept. 48
Pensions (s)	Sept. 186
Percy, C. H.	Aug. 185
Perkins-Goodwin Co. (s)	Oct. 16
Personal Consumption Expenditures, see Compass Points of Business	
Personnel Management (s)	Dec. 173
Executive Development Takes New Step	Sept. 61
Personnel Relations (s)	Sept. 184
Placing the Handicapped	Nov. 43
Should ReHirement Supplement ReTirement?	Nov. 51
Phoenix Industries, Inc.	Aug. 51
Photo Visit	Aug. 135, Sept. 23, Oct. 21
	Nov. 115, Dec. 21
Photoelectric Scanning (s)	Dec. 128
Piezoelectric Materials	Oct. 51
Piggy-Back Transportation	Nov. 148
Pipe, Plasticized (s)	Sept. 210
Pipe Bending Machine (s)	Nov. 208
Pipe Insulation (s)	Dec. 190
Pitney-Bowes, Inc. (s)	Dec. 13
Placing the Handicapped	Nov. 43
Plant Equipment Expenditures, see Compass Points of Business	
Plant Location (s)	Oct. 179
Plant Maintenance (s)	Nov. 134

#### Plastics

Drums (s)	Dec. 188
Extruded Sheeting (s)	Sept. 154
Fluorine (s)	Dec. 125
Laminated (s)	Aug. 98
Industrial Uses (s)	Nov. 122
Pipe and Tubing (s)	Aug. 98
Plastics that Expand	Nov. 54
Polystyrene (s)	Aug. 189
Spraying (s)	Oct. 250
Truck Tanks (s)	Oct. 169

Poliak, Saul (s)	Sept. 14
Polyvinyl chloride (s)	Sept. 210
Population Statistics, see Compass Points of Business	
Porcelain Enamel—Floor Spraying Process (s)	Aug. 97
Gatehouses (s)	Aug. 192
Porcelain Enamel Institute (s)	Oct. 162
Poulsen, A. E., Co. (s)	Aug. 122
Power Steering Unit (s)	Nov. 202
Precision Extrusions, Inc.	Aug. 52

#### Prices

Consumer Price Index	Aug. 74, Sept. 89, Oct. 88
	Nov. 88, Dec. 82
Daily Wholesale Price Index	Aug. 74, Sept. 92, Oct. 93
	Nov. 92, Dec. 84
Wholesale Food Price Index	Aug. 74, Sept. 92, Oct. 93
	Nov. 92, Dec. 84
Industrial Stock	Aug. 74, Sept. 89, Oct. 88
	Nov. 88, Dec. 82
Industrial Stock Averages; Retail; Wholesale	
see Compass Points of Business and Weekly Business Signposts	
Wholesale Commodity	Aug. 74, Sept. 89, Oct. 88
	Nov. 88, Dec. 82
Product-Development—Aluminum	Aug. 51
Approaches to To-morrow	Oct. 45
How You Can Tap the Aerosol Market	Sept. 56
Plastics that Expand	Nov. 54
Sound Waves that Mix, Measure, Machine and Clean	Oct. 48
See also Industrial Methods and Materials	
Diversification — Putting the DO in "Do-It-Yourself"	Dec. 137

#### Production

Case for Mobilization Preparedness	Part I Aug. 39
	Part II Sept. 64
Can Business Amend its Ways?	Dec. 58
Control—Modern Tools for Better Management	Oct. 53
Industrial, Electric Power, Building Permits, expenditures for Plant and Equipment, Gross National Product, see Compass Points of Business	
Industrial	Aug. 74, Oct. 88, Dec. 82
	Sept. 89, Nov. 88
Methods	Aug. 122
See also Industrial Methods and Materials	
Profits—see Compass Points of Business	
Progressive Industries, Inc. (s)	Oct. 250
Protex-A-Cote, Inc. (s)	Aug. 189
Psychology, Industrial — Your Emotions — Using Them at Work	Aug. 59
Public Relations—How to Make a Company Museum Pay Off	Dec. 55
Community (s)	Oct. 173
Photo Visits	Sept. 23, Nov. 115
Pulverizer (s)	Aug. 122
Pumps for Fluids (s)	Dec. 192
Purdue University (s)	Nov. 18
Purex Corporation, Ltd. (s)	Aug. 96
Putting Some "Buy" Into Selling Free Enterprise	Oct. 61
Putting the DO in "Do-it-Yourself"	Dec. 137

### — Q —

Queen City Tulatex Corporation (s)	Aug. 194
------------------------------------	----------

### — R —

Radio Corporation of America (s)	Oct. 164
Radio Transmitter, Portable (s)	Aug. 192
Railroads—Ticket Reservations (s)	Oct. 241
The Business Quiz	Aug. 186
Rand Youth Poll (s)	Dec. 153
Ransburg Electro-Coating Corporation (s)	Sept. 151
Ratios, see Financial Ratios	
Ray-O-Vac Co.	Sept. 128
Raytheon Mfg. Co.	Oct. 52
Recreation—Those Family Hours	Nov. 48
Regional Trade Barometers	Aug. 71, Oct. 84, Dec. 81
	Sept. 86, Nov. 86
Regulator for Bakery Use (s)	Sept. 208
Reichhold Chemicals, Inc. (s)	Oct. 166, Nov. 122
Reish Products, Inc.	Aug. 51
Reliance Electric and Engineering Co. (s)	Sept. 127, Nov. 206
Reports—What Went Wrong Today?	Aug. 47
Republic Steel Corp.	Aug. 98
Research Council for Economic Security (s)	Sept. 184
	Dec. 173

#### Research

Engineering (PV)	Dec. 21
Incentives in Defense Work	Oct. 227
Pharmaceutical (PV)	Oct. 21
Sound Waves That Mix, Measure, Machine, and Clean	Oct. 48
Streamlining the Sales Forecast	Aug. 42

General Motors Research Laboratory  
 General Petroleum Corp. (s)  
 George, Edwin B.—*Observations on I*  
 Georgia-Pacific Plywood Co. (s)  
 Germanium (s)  
 Giddings & Lewis Machine Tool Co. (s)  
 Gilmore, W. W. (s)  
 Given, William B., Jr.—*Broadening t*  
 Glidden Co. (s)  
 Globe-Wernicke Co. (s)  
 Goodall Rubber Co. (s)  
 Goodrich, B. F., Co. (s)  
 Goodyear Aircraft Corp.  
 Goshen Rubber Co. (s)

#### Government

*Can Business Amend Its Ways?*  
*Case for Mobilization Preparedness*  
*How Goes the World?*  
*Incentives in Defense Work*  
*Keeping Small Business Strong*  
*War Economies: A Comparative*  
*See also Heard in Washington*  
 Grace, J. Peter, Jr. (s)  
 Great American Industries (s)  
 Greener Fields  
 Greenwalt, Crawford H.—*Speaking*  
*ness*  
 Gross National Product (GNP)—*W*  
*A Comparative Study*  
*See also Compass Points of Busine*  
 Guardian Safety Equipment Co. (s)  
 Gumpert, E. V.

#### — H —

Haloid Co. (s)  
 Hamerslag Equipment Co. (s)  
 Handicapped, Employ the (s)  
 Hanson-Van Winke-Munning Co. (s)  
 Harley-Davidson Motor Co.  
 Harris, Seymour E.—*War Economies*  
*tive Study*  
 Harvard Business School (s)  
 Hazatrol Inc. (s)  
 Heard in Washington  
 Heater, Engine (s)  
 Heaters, Far-Infra-Red (s)  
 Heaters, Portable (s)  
 Heating, Induction (s)  
 Heinz, H. J., Co. (s)  
 Heppenstall Co. (s)  
 Hercules Powder Co. (s)  
 Here and There in Business  
 Higgins, Carter C.—*Approaches to*  
*morrow*  
 Hild Floor Machine Co. (s)  
 Hill, John A. (s)  
 Home Insurance Company  
 Hotpoint, Inc. (s)  
 Houghton, E. F., & Company (s)  
 House Organs (Supervisory)—*How*  
*Talk to Supervisors*  
 Howard Foundry Co. (s)  
 How Goes the World?  
 How Managements Talk to Superviso  
 How to Have an Accident  
 How to Hold a Big Time Sales Meeti  
 How to Make a Company Museum P  
 How to Sparkplug Dealer Sales  
 How You Can Tap the Aerosol Mar  
 How's Your Company's Climate?  
 Hughes Aircraft Company (s)  
 Hunt Loom and Machine Works (s)  
 Hydrazine Plant (s)

#### — I —

Imports, see Compass Points of Busin  
**Incentives**  
*Broadening the Horizon*  
*How to Sparkplug Dealer Sales*  
*Incentives in Defense Work*  
*Investment in Men*  
*Keeping Small Business Strong*  
*Morale Survey Ready-Made Style*  
*Putting Some "Buy" into Selling F*  
*Speaking up for Business*  
*Worker Attitude on Incentives*  
**Income**  
*Are We Living Beyond Our Mean.*

#### Retail

Sales and Inventories, see Compass Points of Busi-  
 ness; Trend of Business  
 Sales  
 Aug. 74, Oct. 88, Dec. 82  
 Sept. 89, Nov. 88  
 Trade—Fourteen Important Ratios in Twelve Re-  
 tail Lines  
 Retirement Stability, A New Plan for  
 Retirement, Should Retirement Supplement  
 Revere Copper & Brass Co. (s)  
 Rex-Rotary Distributing Corporation (s)  
 Reynolds Metals, Inc.  
 Rich-Roth Laboratories  
 Rietz Manufacturing Co. (s)  
 Riveter, Portable Pneumatic (s)  
 Road Shows, Manufacturers' (s)  
 Rockwell Manufacturing Company (s)  
 Rollins, John W.—*Capital Conversion for Higher*  
*Returns*  
 Ronor Corp.  
 Royal Bank of Canada  
 Rubber Sprayed on Cactus Fibers for Cushion Ma-  
 terial (s)  
 Rubber Silicone (s)  
 Rutgers University (s)  
 Ryan Aeronautical Co. (s)

#### — S —

#### Safety

Air Movers (s)  
 Argon Gas (s)  
 Atomic (s)  
 Chemical Plants (s)  
 Clothing (s)  
 Display (s)  
 Explosives (s)  
 Fire Reduction (s)  
 Flame Proofing (s)  
 How to Have an Accident  
 Welders' Lenses (s)

#### Sales

*Are These Your Big Problems?*  
*Broadening the Horizon*  
*Can Sales Contracts Be Standardized?*  
*Films for Selling*  
*How to Hold a Big Time Sales Meeting*  
*How to Sparkplug Dealer Sales*  
*Light, Color, and Design*  
*Manual (s)*  
*Meetings (s)*  
*Modern Tools for Better Management*  
*Promotion (s)*  
*Sales and Distribution*  
*Streamlining the Sales Forecast*  
*Training (s)*  
 Retail, Wholesale, Manufacturing, Exports, Im-  
 ports, Farm Receipts, see Compass Points of  
 Business  
 Sales Management Magazine  
 Sargent, R. J. (s)  
 Scale, Laboratory (s)  
 Schutz—O'Neill Co. (s)  
 Schwarz, George W. (s)  
 Science Research Associates, Inc. (s)  
 Scanor International, Inc. (s)  
 Seaport Metals, Inc. (s)  
 Sears, Roebuck & Co. (s)  
 Self-Service Merchandising—*Do's and Don'ts for*  
*Packages that Sell*  
 Sels Corporation of America (s)  
 Semantics—*A New Science of Thinking*  
 Seminar Films, Inc. (s)  
 Sheffield Corporation, The (s)  
 Sherman Paper Products Co. (s)  
 Sherwin-Williams Co. (s)  
 Should Retirement Supplement Retirement?  
 Should U. S. Tariffs Be Reduced?  
 Silbert, Theodore H.—*Are We Living Beyond Our*  
*Means?*  
 Silicone Compounds (s)  
 Enamel (s)  
 Rubber (s)  
 Singer, Fred G. (s)  
 S K F (s)  
 Skylark Automotive Corporation (s)  
 Slide Projector  
 Small Business Administration—*Keeping Small*  
*Business Strong*  
 Smiddy, Harold F. (s)  
 Smith, A. O., Corporation (s)  
 Smith Drake Corporation (s)  
 Society for Advancement of Management

Socony-Vacuum Company (s)  
 Solar Aircraft Company (s)  
 Soldering Furnace (s)  
 Sollenberger, R. C. (s)  
 SoundScriber Corp. (s)  
 Sound Waves that Mix, Measure, Machine and Clean  
 Sources of Income Data  
 South Bend Lathe Company (s)  
 "SOWELA Tech" (Southwest Louisiana Technical  
 and Vocational School)(s)  
 Speaking Up for Business  
 Specialty Papers Co. (s)  
 Sperry Products, Inc. (s)  
 Sponge Rubber Products Co. (s)  
 Spray Painting—Electrostatic (s)  
 Sprays—*How You Can Tap the Aerosol Market*  
 SRA Employee Inventory  
 Stambaugh, A. A.—*Decentralization: The Key to*  
*the Future*  
 Standard Electric Time Company (s)  
 Standardization—*Can Business Amend Its Ways?*  
 Stapling Machine, Industrial (s)  
 Steel Ingot Production, see Weekly Business Sign-  
 posts  
 Stewart, Lois, and Westerman, Jacqueline—*Greener*  
*Fields*  
 Stewart-Warner Corp., Instrument Division (s)  
 Stock Exchange, N. Y.  
 Store Modernization Show (s)  
 Strauss, Lewis L. (s)  
 Streamlining the Sales Forecast  
 Strux Corporation (s)  
 Stud Welding (s)  
 Submerged Combustion Co. of America, Inc. (s)  
 Suggestion Systems (s)  
 Sun Oil Company (s)  
 Superior Tube Co. (s)  
 Supermarkets—  
*How Managements Talk to Supervisors*  
 Surveys—*Are These Your Big Problems?*  
 Sylvania Electric Products Co. (s)  
 Synthane Corporation (s)  
 Synthetics (s)

#### — T —

Taft-Pierce Manufacturing Company (s)  
 Tape Recorder (s)  
 Tariffs—*Should U. S. Tariffs Be Lowered?*  
 Teachers—*A New Plan for Retirement Stability*  
 Tectum Corporation (s)  
 The Texas Company (s)  
 Textile Industry (s)  
 Textile Machinery (s)  
 Thew Shovel Co. (s)  
 Thomas & Betts Company  
 Thompson Products, Inc.  
 Those Family Hours  
 Tile, Ceramic (s)  
 Timber Engineering Company (s)  
 Timken Roller Bearing Company, The (s)  
 Titanium Metals Corporation (s)  
 Todd Co. (s)  
 Towmotor Corp. (s)  
 Trade Shows (s)  
 Transistors (s)  
 Trans-World Air Lines, Inc.  
 Treedale Laboratories & Textile Processing Co. (s)  
 The Trend of Business  
 Tungsten Carbides (s)  
 Turbines, Gas (s)

#### — U —

Ultrasonics—*Sound Waves that Mix, Measure, Ma-  
 chine, and Clean*  
 Underdeveloped Areas—*How Goes the World*  
 Unemployment—see Compass Points of Business  
 Union Bag & Paper Corp. (s)  
 Union Carbide & Carbon Corp. (s)  
 United Air Lines (s)  
 United Chromium, Inc. (s)  
 United Steelworkers Union  
 Universal Concrete Pipe Co. (s)  
 University of Chicago  
 University of Michigan, Survey Research Center  
 Updegraff, Robert R.—*Should Retirement Supple-  
 ment Retirement?*  
 U. S. Plywood Corp. (s)  
 U. S. Rubber Company  
 U. S. Rubber Co. Naugatuck Chemical Div. (s)  
 U. S. Steel Corp. (s)